

EXHIBIT B

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## **ClickFox User-Interface Description**

**ClickFox 1.4**

**Revision 0.1**

**December 4, 2000**

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## 1 Introduction

### 1.1 Purpose

The purpose of this document is to describe the functionality and layout of the ClickFox application user-interface.

### 1.2 Scope

ClickFox version 1.4 is described.

### 1.3 Definitions

### 1.4 Acronyms


### 1.5 References

*ClickFox 1.0 User-Interface Specification*

### 1.6 Revision History

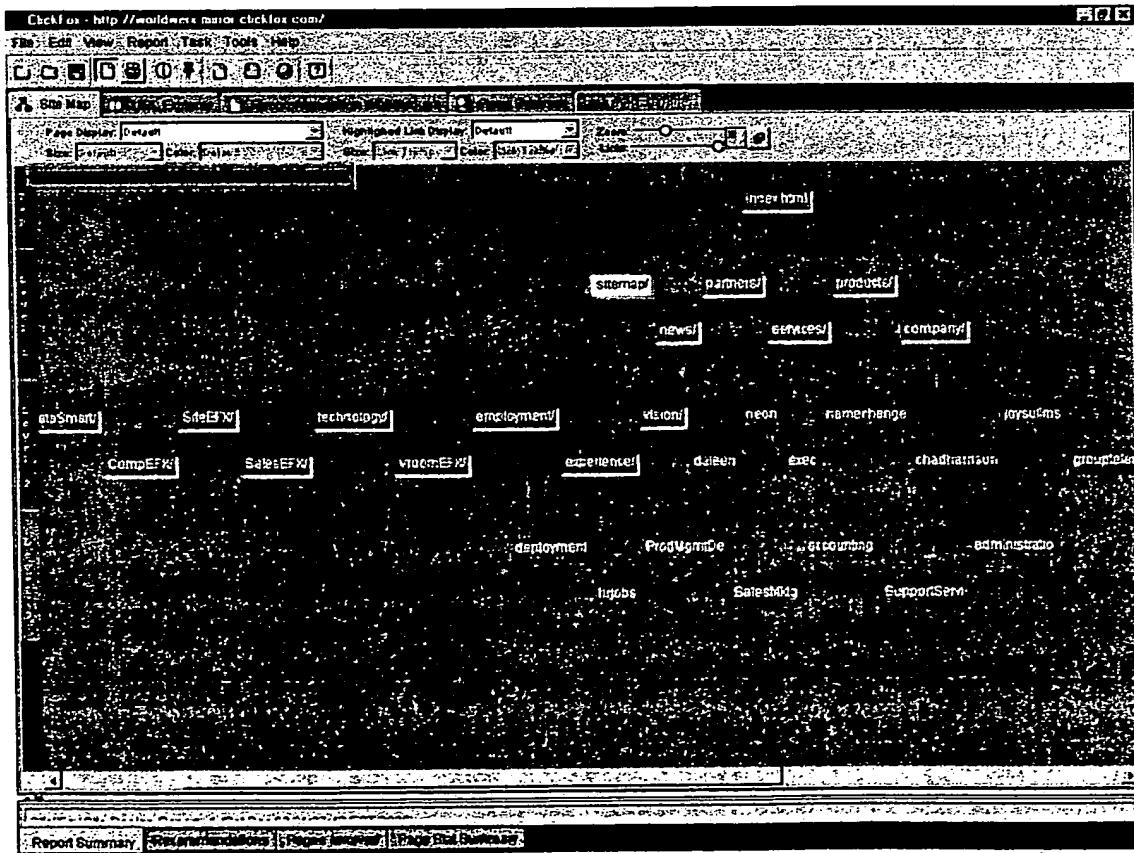
Rev	Date	Changes	Author
0.0	12/3/00	Original	Nissim Harel
0.1	12/4/00	Added task sections, page browser, site project wizard, report wizard Added some needed screenshots Minor additions to other content Put in CF template	Dean Jerding

## 2 Site Map

### 2.1 Basic Site Map Representation

ClickFox software uses a tree structure to represent a web site. A node, depicted by a gray rectangle, represents a web page (and each possible visitor experience). An abbreviation of the page URI appears as the node label. Arrows that originate at a node and connect it to other nodes in the graph represent the links between the pages.

The user may click on a node and highlight the links from a certain node to the rest of the site (outgoing links). The node in question is highlighted (using the yellow color), and the nodes that are linked from that page are highlighted using a yellow border, which form a secondary highlight. An example is depicted in figure 1, where the user wishes to see the outgoing links of the sitemap page. Similarly, the user may click on a node and highlight the links by which visitors can get to a certain page (incoming links). She may also see both incoming and outgoing links. The user controls the density of the links shown on the graph via the links slider.



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**Figure 1: ClickFox Site Map display.**

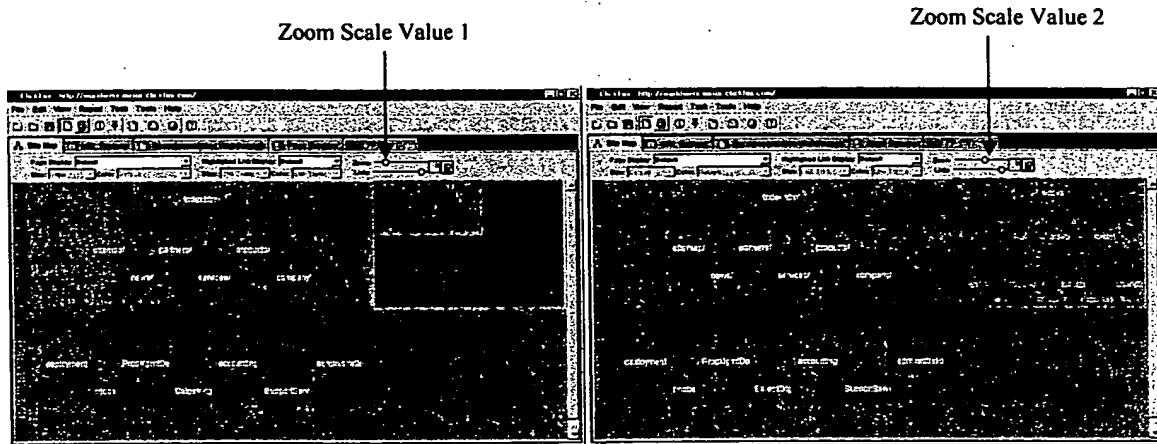
## **2.2 Link Level Layout**

The number of links a user is required to traverse from the ClickFox project page URL to a particular page is called the *level* of that page. For example, if index.html is the project URL for the site, any link available on the index.html page is considered of level 1.

Similarly, if products.html is on level 1 and shoes.html is linked from products.html then shoes.html is considered level 2 or 2 clicks away from index.html. The level provides an ordering that leads to the layout of the Site Map display. Levels start from the Top Level, which is followed by a successive number of levels. A level control is provided on the left of the Site Map. Across from the graphical display of each Site Map level is a label spanning the vertical dimension of that level. Clicking on a level in the control toggles the display of the level in the Site Map. The close option is represented by the (+). When the level is closed all nodes for pages in that level are hidden. Levels are shown in Figures 1-4.

## **2.3 Scaled Site Map**

As described previously, the Site Map represents a site by using nodes and arrows to represent web pages and the links among them. However, most web sites are too large to be shown in a single screen. ClickFox thus provides a scaled overview of the entire site map display by default shown as an inset on top of the detailed Site Map. The scaled view highlights the visible area of the site that is displayed in the detail area of the Site Map. The user can pan the highlighted area in order to view different areas of the site in the detailed view. The user can close the scale panel, or move it to different location on top of the detailed site map view, so that it won't block the view of the site map details. The user can also control the level of zooming in the scaled view by using the zoom



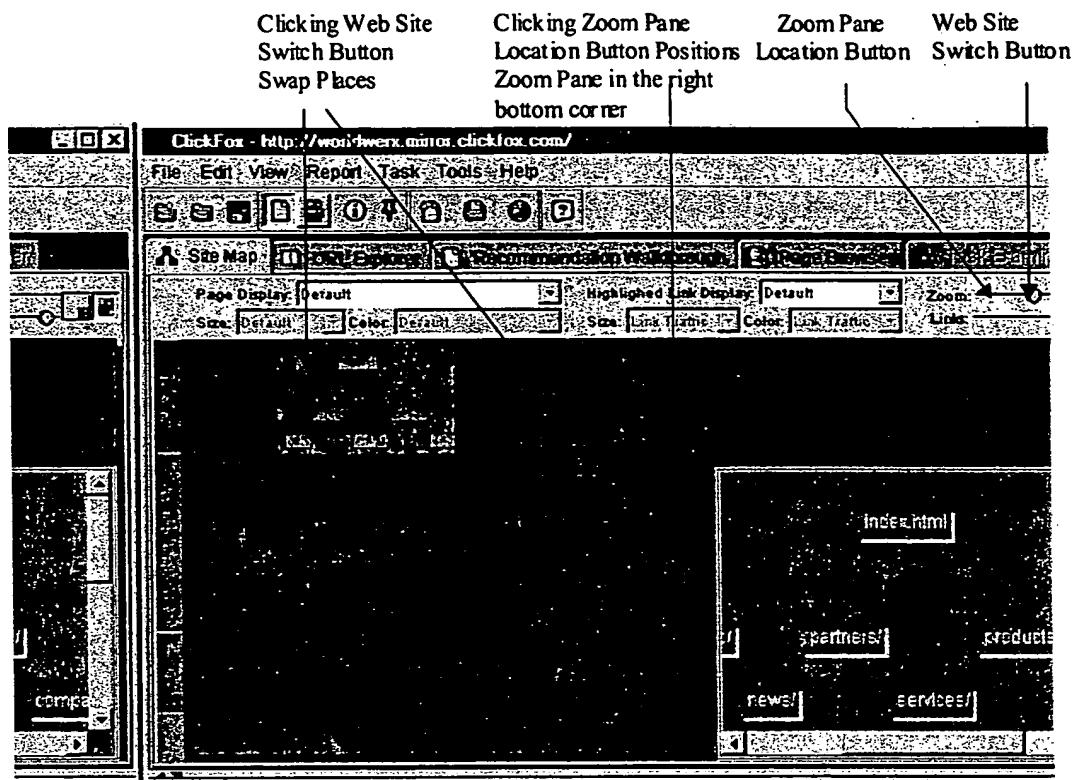
slider.

Figure 2: Use of the zoom slider for the scaled view of the Site Map.

An additional option allows the user to swap the location of the detailed and scaled displays, so that the scaled view is shown in the main portion of the Site Map and the detail view is shown in the inset. The pan and zoom controls still apply to each of the views.

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**Figure 3:** Site Map display with the detail portion in the inset and the scaled view in the main display.

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## 2.4 Encoding Link Statistics

ClickFox uses color and thickness to encode various statistics such as the relative traffic on incoming or outgoing links (i.e., from and to a node). In addition to a thickness scale, a color scale that ranges from light yellow to dark orange is employed. The more yellow and thick the line is, the more visitors to the site used it. The thinner and the more orange is the link, the less visitors to the site used it. Figure 4 shows an example, where most of the traffic originated from the sitemap went to the employment page, while almost none followed the link back to the home page (index.html). The user has an option to mouse over each one of the relevant connected nodes (like index or employment—shown in secondary highlight) and see a pop up window with the relative traffic on the link.

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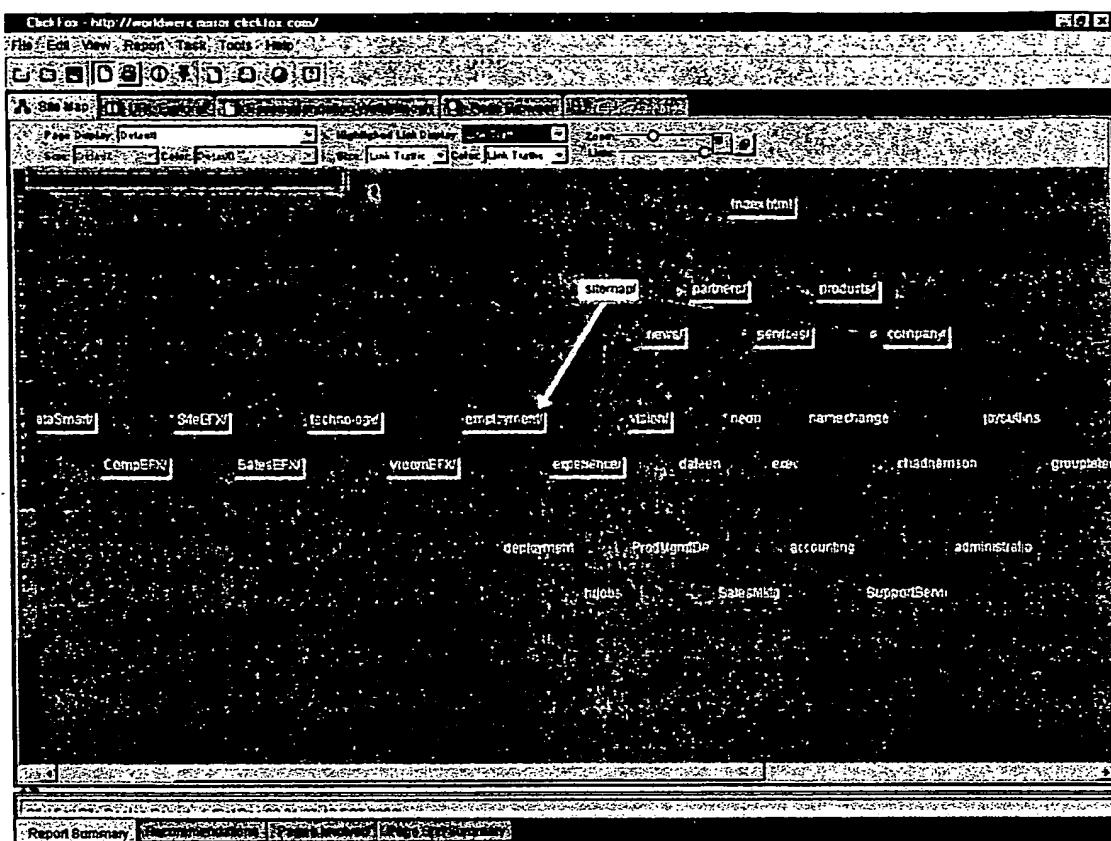


Figure 4: Encoding link traffic for the highlighted node using edge color and thickness.

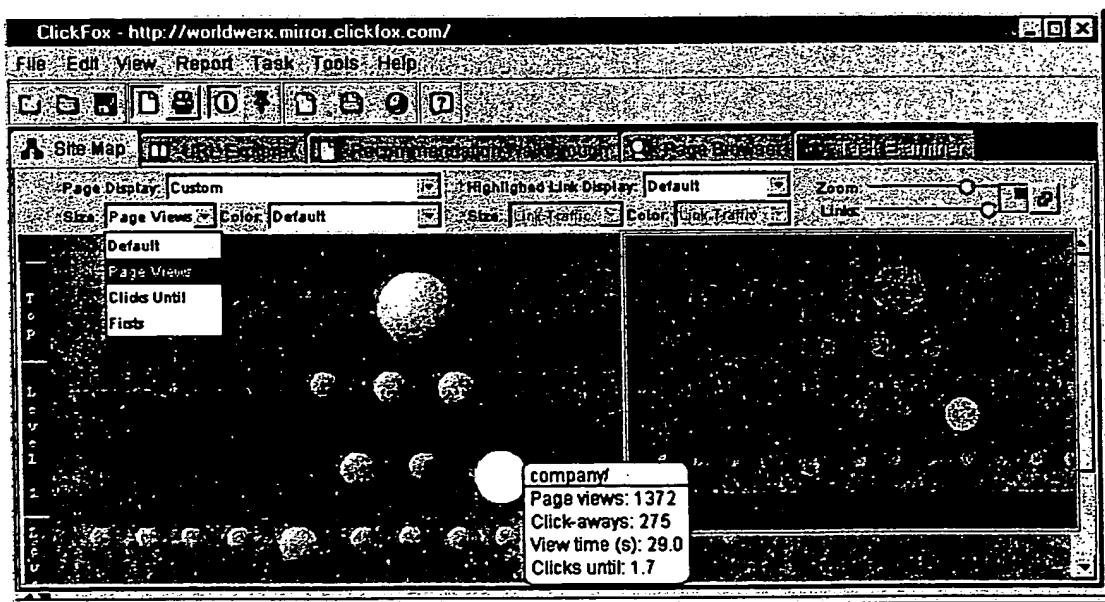
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## 2.5 Encoding Page Statistics

ClickFox uses color and size encoding of nodes to represent various attributes of visitor behavior. In this kind of a representation, a node is represented as a sphere. The size of the sphere encodes one attribute: the bigger the sphere, the larger the attribute value is. The color of the sphere, on a scale from blue to red, represents another attribute: the redder the sphere is, the larger the attribute value. This page encoding display can be selected by the user from menus of predefined displays such as "page views vs. click-aways", or can be customized by menus that allow the user to select the statistic encoded by each display attribute (size or color).

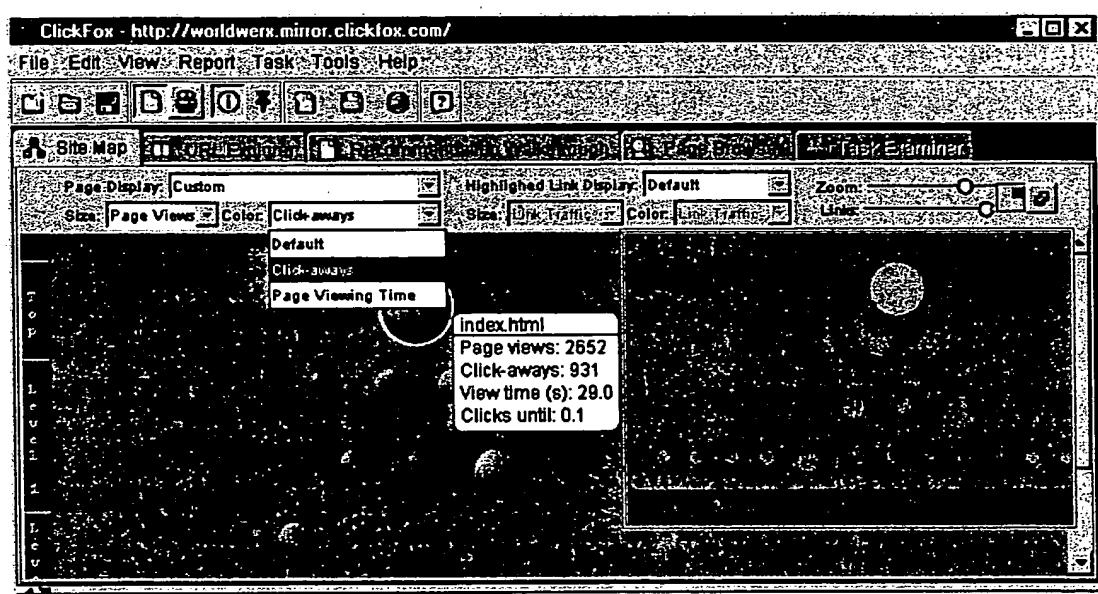
The encoding for the statistics shown is relative to the visible nodes in the display. For example, if all of the levels are open, the largest node visually will be the node for the page with the maximum value of the encoded statistic. However, if only one level is visible, the largest node visually will be the node of that set with the maximum value of the statistic. In this way users can selectively compare statistics more easily among different groups of pages in the site.

Figure 5 shows two examples of page statistics displays.



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Figure 5: Encoding page statistics using node size and color.

## 2.6 Providing Pop Up Information

ClickFox uses pop up windows to display information when entities in the view are moused-over. View controls allow the user to set which information to display. In the default mode, mousing over a node causes a pop-up display of the full page URL. In the stats mode, mousing over a node generates a pop up window with information about the site visitor behavior statistics. An example is provided in Figure 5.

## 2.7 Zoom Control

ClickFox provides 3 levels of zoom control for displaying the graphical view: 100%, 75%, and 50%. Each zoom level uses progressively smaller fonts and closer node spacing. Figure 6 shows the view zoomed to 50%.

## 2.8 Viewing Recommendations

The user has the option of displaying recommended links in the Site Map via the pop-up view menu. If selected, links that ClickFox recommends adding are shown in green as a dashed line. Links that ClickFox recommends removing or that have triggered low link utilization anomalies are shown in red. If the user selects a node that has recommended links, the width of the line and the intensity of the color increase, making them more visible. Figure 6 shows the recommended links displayed.

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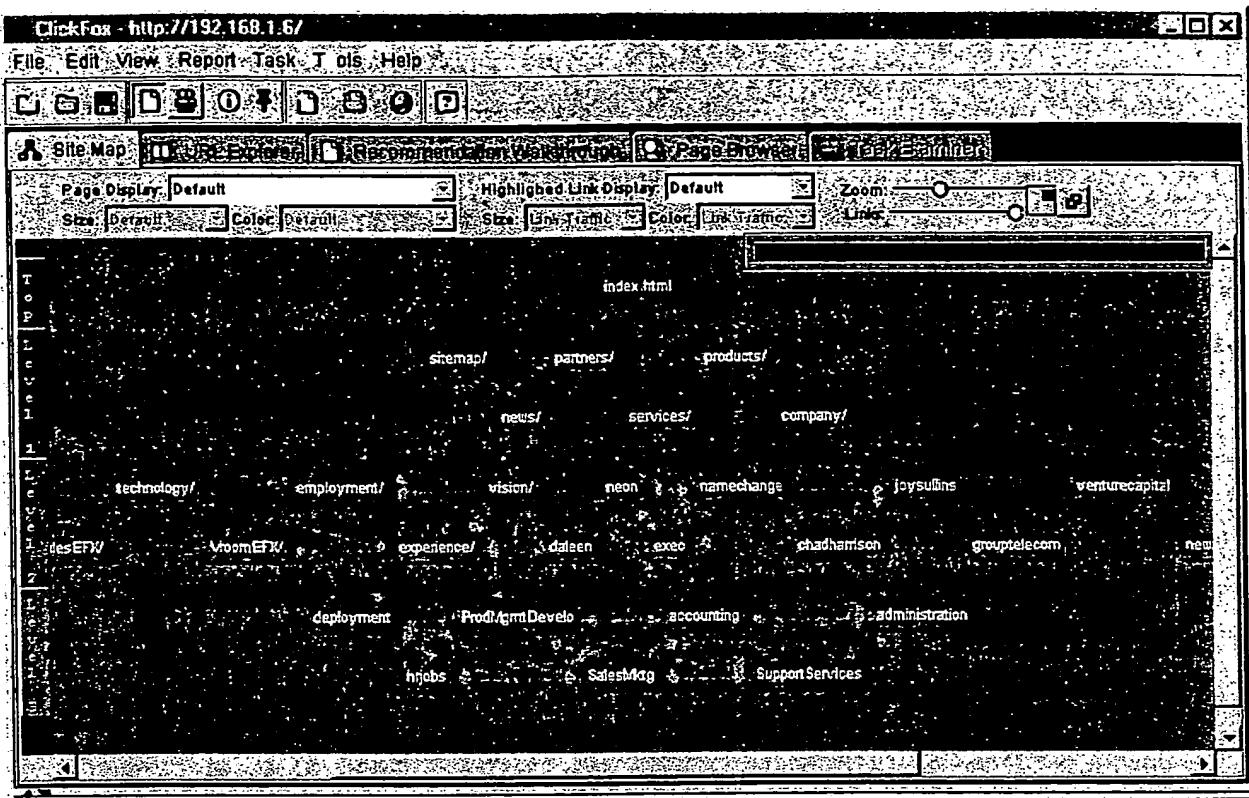


Figure 6: ClickFox Site Map zoomed to 50% and showing recommended links.

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### 3 Recommendation Walkthrough

The Recommendation Walkthrough panel is a critical interface in ClickFox. Each recommendation is displayed one at a time in order of importance, with previous and next buttons allowing the user to navigate through all of the recommendations in the report. This panel is at the heart of what ClickFox offers in terms of its analysis of how visitors are using a site and how it can be improved in order to provide a more satisfying and productive web browsing experience.

#### 3.1 Basic Recommendation Display

The Recommendation Walkthrough is where many of the recommendation inspection activities take place.

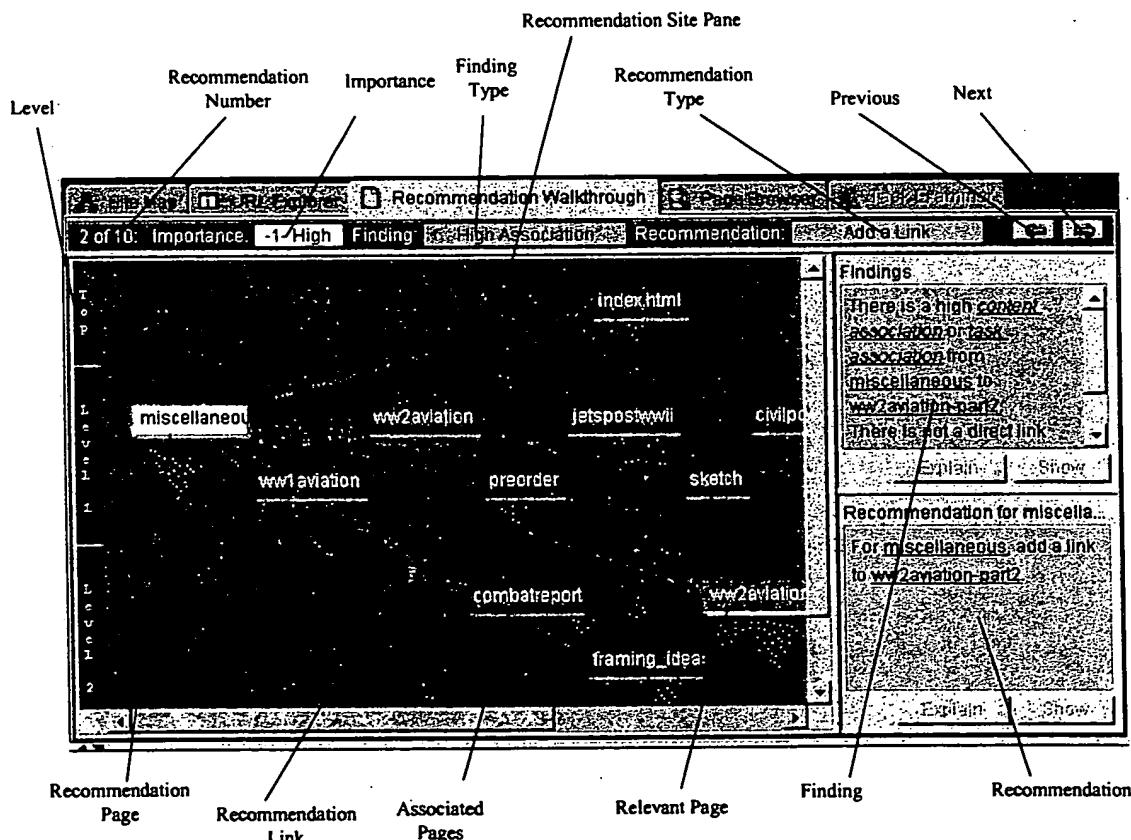


Figure 7 shows a graphical representation of the web pages involved in a recommendation. The web page requiring investigation or change is highlighted by default. You will also see links to pages of interest. This panel is similar to the Site Map in terms of user interaction, menus, etc. Dashed green arrow-lines are used to represent links that should be added to the site, and a red arrow line to represent low utilized links.

The layout of the nodes is specific to the type of recommendation. Many of the recommendations for adding or removing a link use the same layout as the Site Map, using the link-level ordering. However, some displays such as recommending adding a

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menu of links among pages use a different layout. The menu layout organizes the pages to be linked in an elliptical shape below their common “parent” page in the site tree.

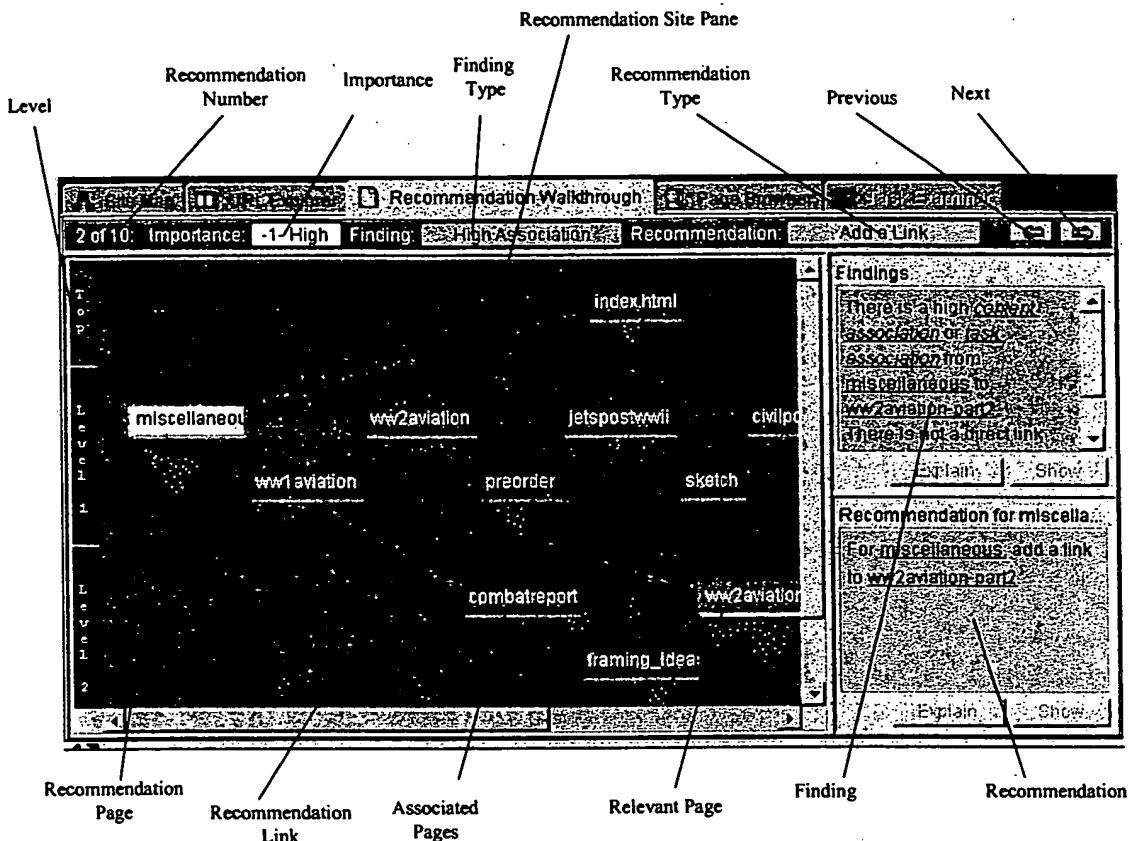


Figure 7: ClickFox Recommendation Walkthrough.

### 3.2 Finding and Recommendation Summary

While the main portion of the display provides a graphical representation of the recommendation, textual information about the findings that led to the recommendation is also included on the right. Below the finding information is the textual recommendation explanation. It also includes an example of how the recommendation might be incorporated into the page, if appropriate.

Both of these displays use underlined text to indicate items that can be moused-over, potentially linking to other areas of the user interface. For example, whenever a page name appears in text it is shown underlined as a link. Mousing-over the link pops up a tool-tip showing the full URL of the page. Activating the link by left clicking activates an external web browser that the user has defined as their external browser to displaying the page.

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ClickFox terminology and statistics are also shown as links. For example, a recommendation to add a “see also” link shows “see also” in italics and underlined. Mousing-over the link displays a definition of the term in a pop-up window.

### **3.3 Animation**

Buttons in the finding and recommendation area allow the user to show an animated display of the finding and/or the recommendation. The finding animation shows a visitor icon moving from page to page in the behavior that ClickFox uncovered in its analysis. The recommendation animation shows the expected visitor behavior if the recommendation is followed. Both animations can be visible at the same time so that the user can compare the two behaviors.

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# 1 Page Browser

The Page Browser provides the ClickFox user with detailed information regarding a particular page that is included in the project, including a miniature thumbnail of the page, location within the sitemap, recommendations, visitor behavior statistics, and page structure statistics. It includes a main display, the Page Overview, which provides a summary of this information as well as access to more detailed displays.

## 1.1 Page Overview

The Page Overview allows the user to inspect statistics for each web page of the project. Through it you can find the number of page views for the page, how the page fares in an average visit, recommendations that apply to the page, etc. This panel provides a way to drill down into your site to see how your visitors are interacting the page, and to access recommendations.

The screenshot shows the ClickFox Page Overview interface for the page <http://buchanan-art.mirror.clickfox.com/>. The interface is divided into several sections:

- Page**: The URL <http://buchanan-art.mirror.clickfox.com/> is displayed at the top left.
- Page Image**: A small thumbnail image of the page content.
- Recommendation Statistics**: A section showing recommendations for the page.
- Page Statistics**: A summary of page statistics:
  - Total: 0 (0)
  - Total Add Link: 0 (0)
  - Total Needs Investigation: 0 (0)
  - Top 3 Most Important:
- Previous** and **Next** buttons for navigating between pages.
- Launch Functions**: Buttons to [Launch in Web Browser](#) or [Edit Page Source](#).
- Incoming Visitor Statistics**: Statistics for visitors arriving from other pages:
  - Avg clicks until page: 0.3
  - Avg time until page (secs): 4.0
  - First in visit: 476
  - Incoming links: 13
  - Top 3 Referring Pages (hits):
    - 1) ww2aviation-part2 (5)
    - 2) ww2aviation (4)
    - 3) sketch (3)
- Outgoing Visitor Statistics**: Statistics for visitors leaving the page:
  - Avg clicks after page: 7.3
  - Avg time after page (secs): 249.0
  - Click-aways: 70
  - Outgoing links: 15
  - Top 3 Next Pages (hits):
    - 1) specials (175)
    - 2) ww2aviation (74)
    - 3) taylor\_remarques (45)

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Figure 1: ClickFox Page Overview display of the Page Browser.

## 1.2 Page Recommendations

The Page Recommendations display shows graphically all of the recommendations for a page. It is similar to the Recommendation Walkthrough in terms of the display and interaction, providing a main graphical panel, findings textual information, and recommendation textual information.

However, the graphical layout is much different than the Recommendation Walkthrough. The page of interest is shown as the left-most node in the view. If available, a thumbnail image of the page is displayed. Another version allows the HTML page itself to be displayed. To the right of the page appear the nodes for the pages involved in each recommendation, arranged vertically. The currently selected recommendation is highlighted with a block frame around the nodes.

The finding and recommendation text shown are for the selected recommendation. The user can left-click on nodes in different recommendations to change the selected recommendation.

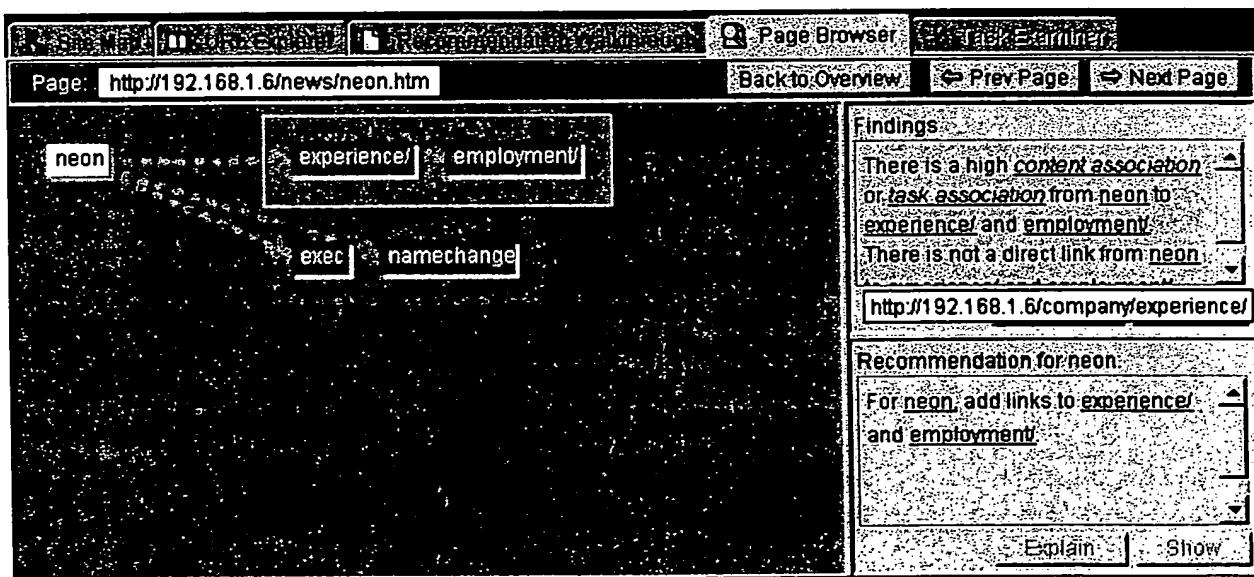


Figure 2: ClickFox Page Recommendations display in Page Browser.

## **2 The Task Concept**

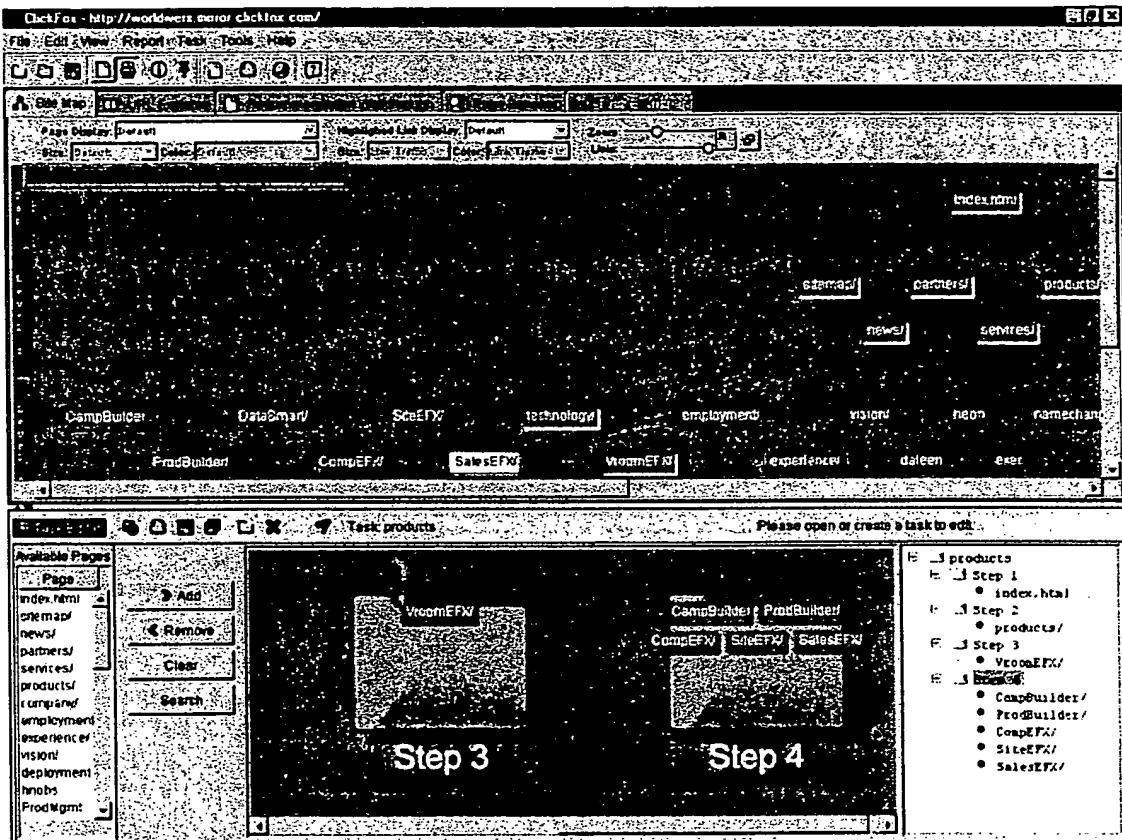
A task is a sequence of pages visited in a web site. The task is defined as a collection of steps in a sequential order. Each step can contain one or more pages. Whether or not other pages not included in the task can be visited between task steps is another parameter.

The ClickFox UI allows a user to define a task, save the task definition, and execute a report on the task. The task report includes an analysis of the visitor behavior regarding the task, statistics, and recommendations for improving task performance. The Recommendation Walkthrough described previously is used to present task recommendations. The remainder of the task UI is described below.

### **2.1 Task Editor**

The Task Editor is activated when a user wishes to define a new task or edit an existing task. It takes the place of the bottom report panel. The Task Editor UI includes a header with the task name and toolbar controls for creating a new task, opening an existing task, saving the task, adding a step to the task, and removing a step.

On the left is a table of pages in the site, including additional statistics about them. The main part of the Task Editor display is split into two graphical representations of the task. The first is a sequence of folders, where each folder represents a step in the task. Pages can be dragged and dropped into the folders, either from the page table to the left or from any of the graphical views above such as the Site Map or Recommendation Walkthrough. Pages that are part of the step are displayed in the folder, when clicking on it with the left mouse button or when a new page is dropped into the folder opens it. Each folder can be given a name by the user. Feedback in the form of icons is provided while the user is dragging as to whether a page already exists in a step, or whether it is permissible to drop the page.



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**Figure 3: ClickFox Task Editor visible in the bottom panel.**

The right part of the display shows the steps and pages in the form of a file explorer-like tree of text labels. Each step is displayed at the top level, and opening the step causes the list of pages in the step to be displayed. Pages can be dragged and dropped into this display similarly to the folder display.

Both folders and text labels in the tree can be selected by left clicking with the mouse, and can be deleted using the toolbar icons.

## **2.2 Task Overview**

The Task Overview is presented to the user after a task report is created. It includes several sections that provide an overview of the task statistics, visitor behavior through the tasks, task recommendations, and related tasks. Each of the titled areas is a link to a display specific to that section. For example, left-clicking on the link labeled "Overall Task Flow" takes the user to the Task Flow display described in Section Task Flow Graph.

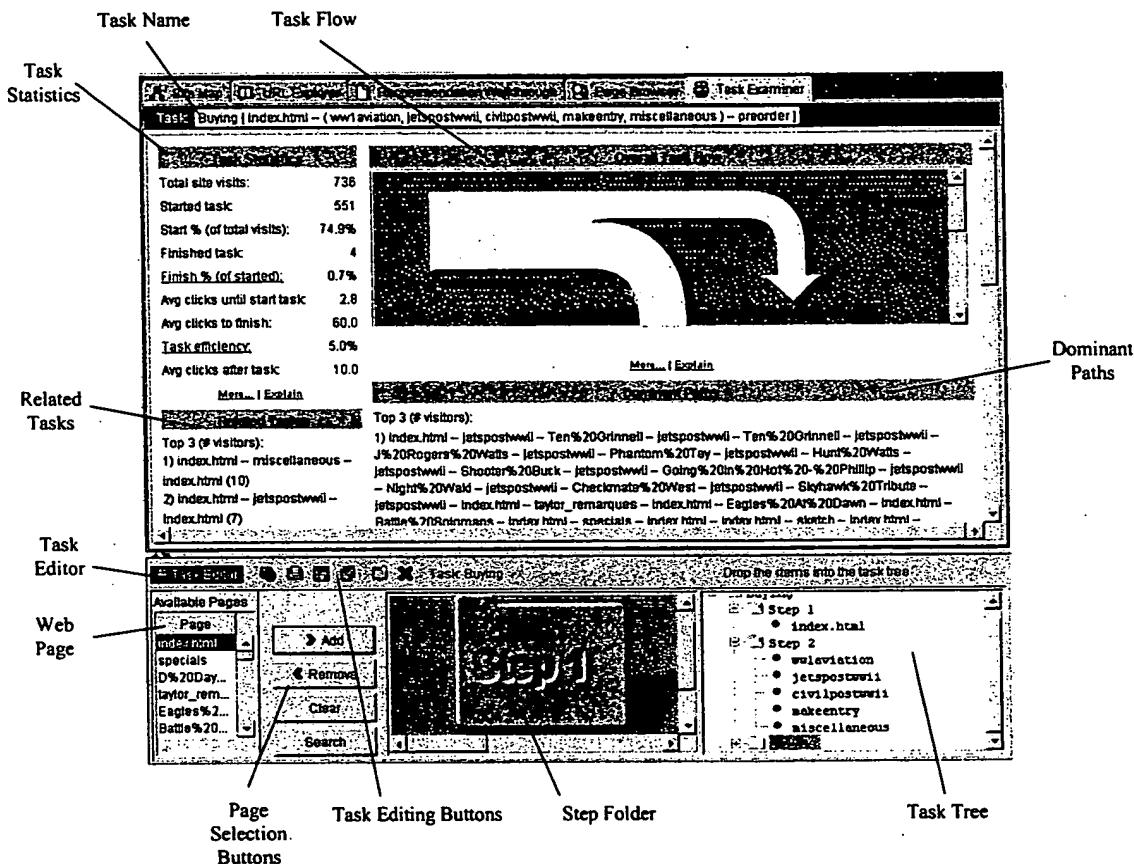


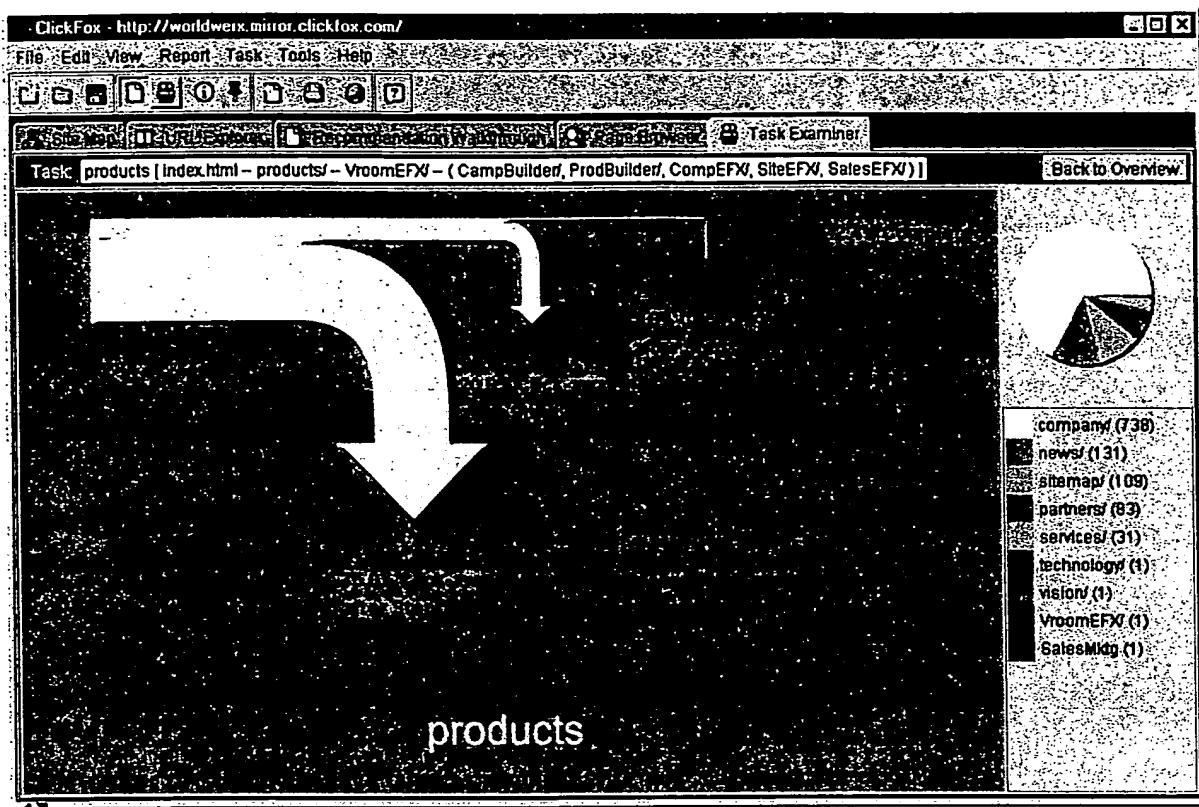
Figure 4: ClickFox Task Overview display on the top, and Task Editor on the bottom.

## 2.3 Task Flow Graph

The Task Flow Graph is a visual representation of the cumulative visitor traffic through the steps of the task. The thickness of the arrow-lines represents the amount of visitors that remained in the task or clicked-away from the task at each step. Amount and percentages of remaining visitors in the task are shown as labels.

The user can select a particular arrow using the left mouse button and further information about the visitors is displayed. For example, selecting a click-away from a particular step will display a pie graph showing the pages that the visitors clicked-away to and the number of visitors that went to each page.

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Step 1

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**Figure 5: ClickF x Task Flow display.**

## 2.4 Dominant Paths

The Dominant Path display allows the user to see the specific path in terms of pages visited that web site visitors took in performing the task. The paths are ordered by "dominance" in terms of the number of visitors performing them. One path at a time is displayed in the main view. The view includes a node for all pages that were involved in the paths users took through the task, laid out in a tree structure similar to the Site Map. A slider on the left labeled with the number of visitors who took a particular path allows the user to select which path is displayed.

Each path is shown as a sequence of arrows between the pages in the order they were visited. A faint, thick arrow line shows the shortest path through the task for reference. Controls at the top of the display allow the user to selectively display the following:

- Referrals: show arrow edges from the pages that referred visitors to the start of the task, including edge labels with the number of visitors coming from each referral page.
- Nexts: show arrow edges to the next pages that visitors went to after completing the task, including edge labels with the number of visitors to each next page.
- Animate: displays an animation of the path sequence. Each "frame" of the animation shows the next link in the sequence as a thick line. In each subsequent frame that line becomes thinner, effectively creating a "tail" much like that of a comet that originates from the lead page in the frame. The lead page is also given a halo-like aura around it to highlight it for the user.

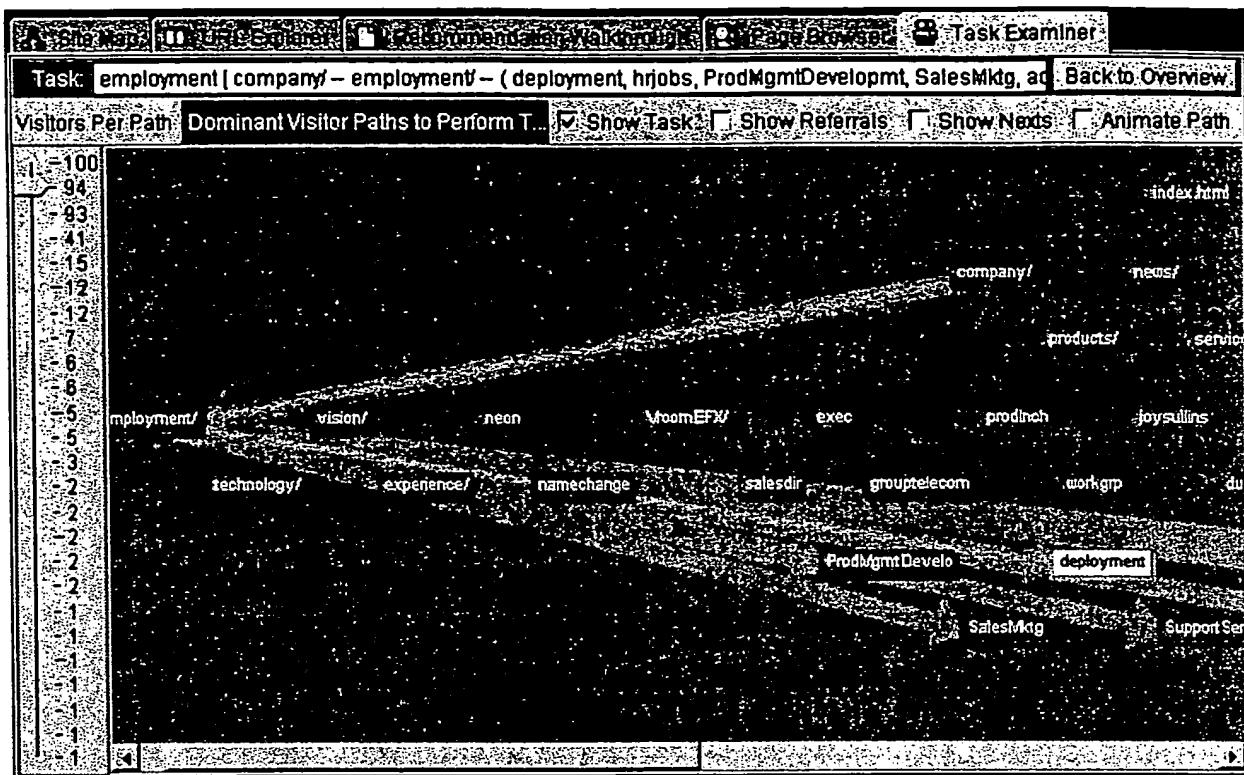


Figure 6: ClickFox Dominant Path display in the Task Examiner.

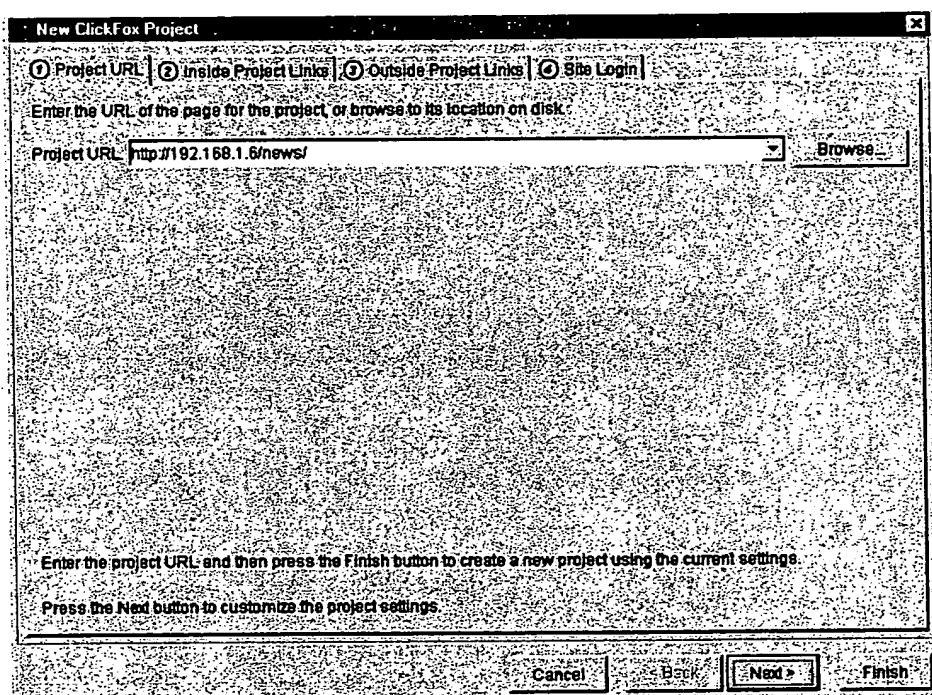
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## 1 Site Project Wizard

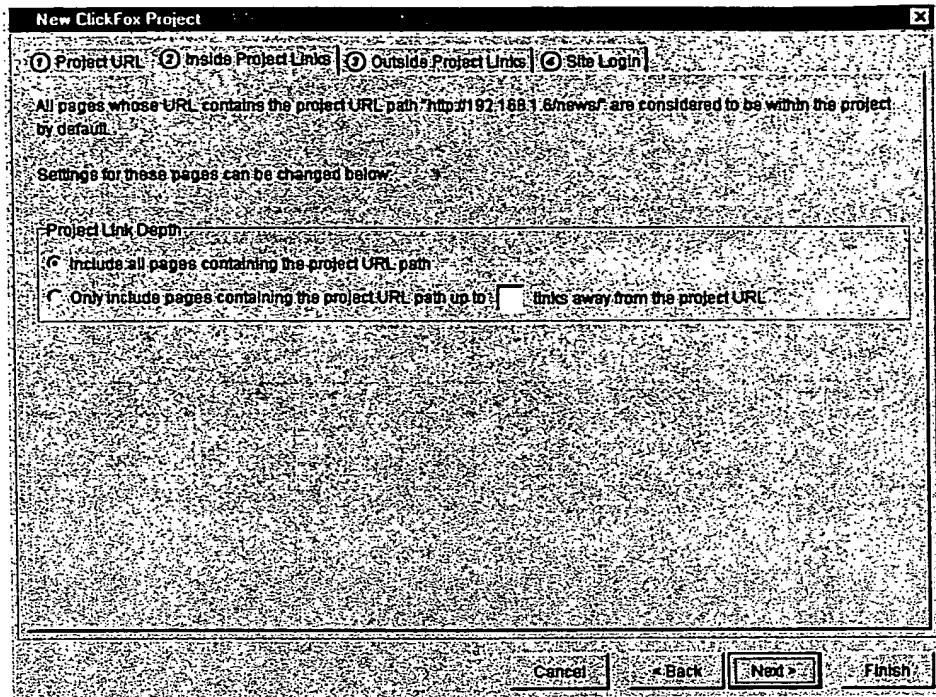
The Site Project Wizard allows the user to define a new web site project in ClickFox. It is constructed of a sequence of panels, each numbered in order and each with a tab that the user can select to move through the wizard with random access if desired. A set of buttons "Cancel", "Back", "Next", "Finish" allow the user to perform the typical wizard navigation.

The sequence of panels in the wizard is as follows:

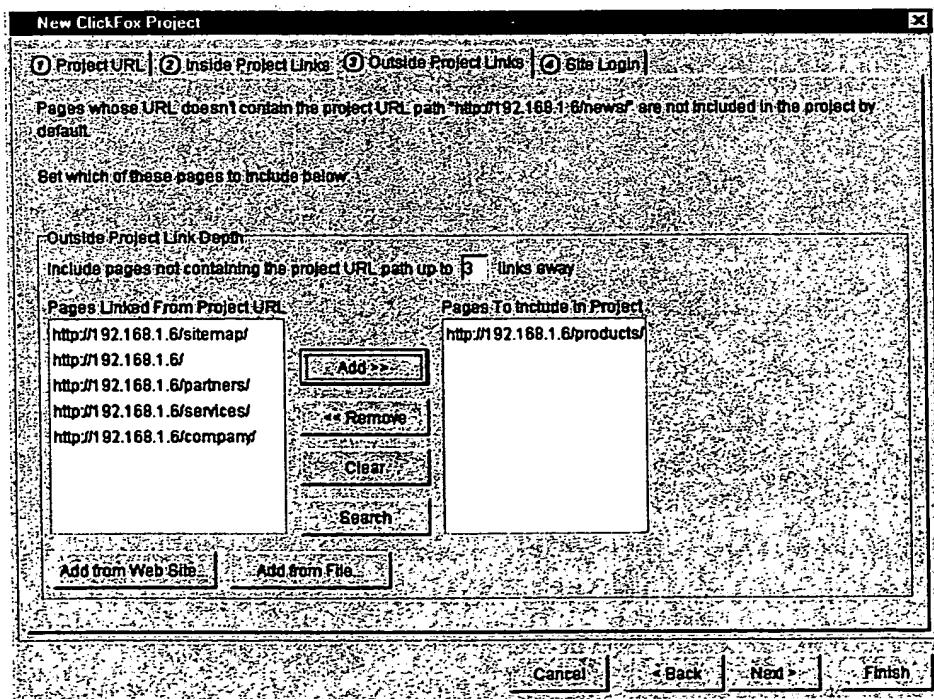
1. Project URL: The user can define the URL of the root project page, either as an "http" URI or a file on disk.



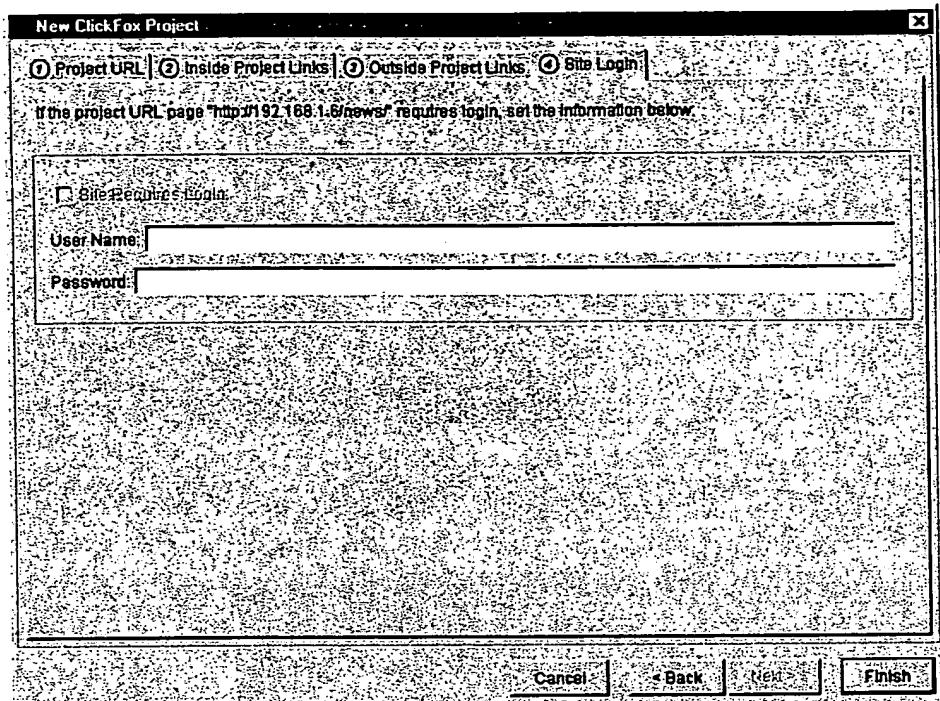
2. Inside Link Depth: Allows the user to define whether or not all pages including the path part of the project URL are to be included in the site project, or the link distance from the project URL to include. This option allows the user to get a report on a section of the site, as oppose to a report on the whole site. This is particularly important in cases where the user is responsible to a section of a very big site, and the findings and recommendations of the other sections of the site are not of an interest to her.



3. Outside Link Depth: Allows the user to define what pages that are linked from the project page are to be included, and to what link distance from the project URL pages reachable from them should be included. Pages linked to the project page can be added from the actual page URL or from a file.



4. Site Login: Allows the user to enter username and password information if the project URL requires login.

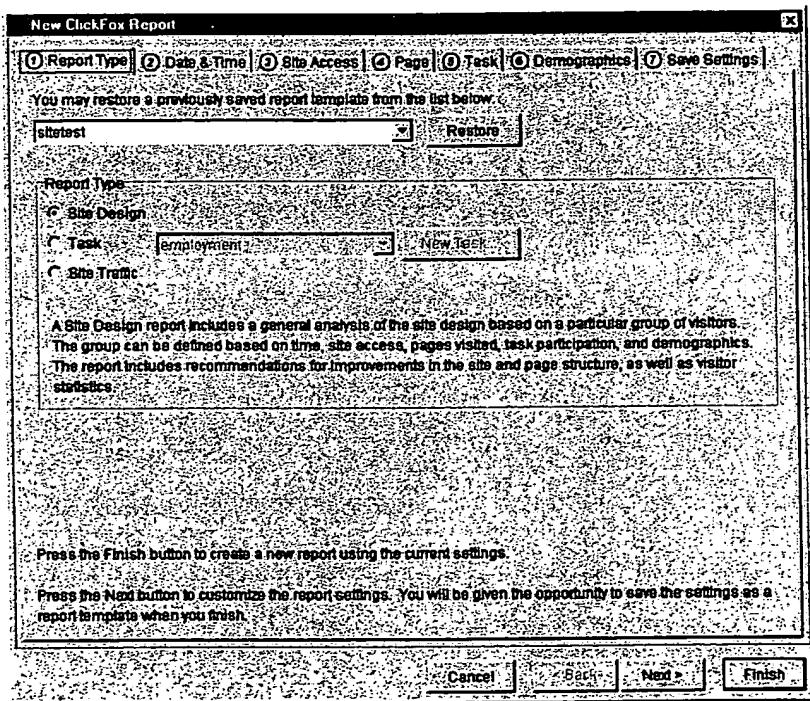


## 2 Report Wizard

The Report Wizard allows the user to create a new ClickFox report. It is constructed of a sequence of panels, each numbered in order and each with a tab that the user can select to move through the wizard with random access if desired. A set of buttons "Cancel", "Back", "Next", "Finish" allow the user to perform the typical wizard navigation. The various tabs allow the user to choose a report type, and to segment the visitors that are going to be analyzed by ClickFox software. For example, the user can segment the visitors so as to include in the report only those that visited a certain section of the site, or visited the site at a certain period of time, etc.

The sequence of panels in the wizard is as follows:

1. Report Type: Allows user to reload a saved report template. Allows user to select the type of the report: Site Design, Task, or Site Traffic. If a Task report is selected, the task to report on can be entered, or a new task can be defined using the Task Wizard.



2. Date & Time: Allows the user to focus the report on visitors to the site during a particular date range, during particular time or days, or visitors that stayed at the site between some minimum and maximum amount of time.

New ClickFox Report

Report Type  Date & Time  Site Access  Page  Task  Demographics  Save Settings

Set the following time-based visit characteristics for your Site Design report.

Data Range:

Visit date range: All  
From: Jun 12 2000 To: Aug 22 2000

Time of Day:

Include all times  
 Only include visits between 01 : 00 : am and 01 : 00 : pm

Visit Duration:

Only include visits longer than (sec): min sec  
 Only include visits shorter than (sec): min sec

Cancel Back Next Finish

3. Site Access: Allows the user to focus the report on visitors that came to the site from particular other sites, that entered the site in particular pages, or that left the site from particular pages.

New ClickFox Report

Report Type  Date & Time  Site Access  Page  Task  Demographics  Save Settings

Set the following site access characteristics for this Site Design report.

Entry Pages:

/partners/  
/services/  
/products/

To be included in the report, visitors must have entered the site via one of these pages.  
Add Remove

Click-away Pages:

Add Remove

To be included in the report, visitors must have left the site via one of these pages.

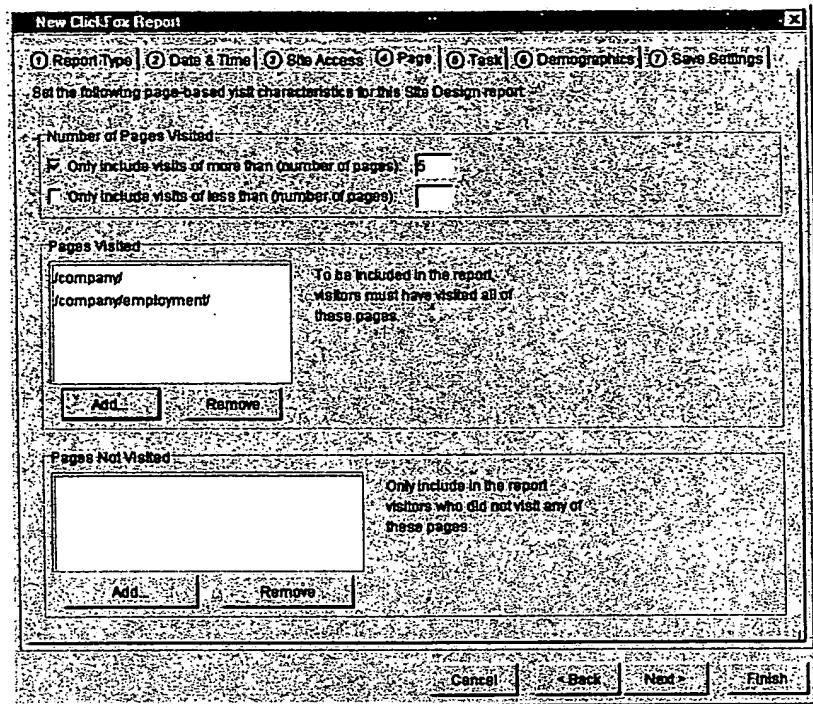
Referral Sites:

http://www.cnn.com

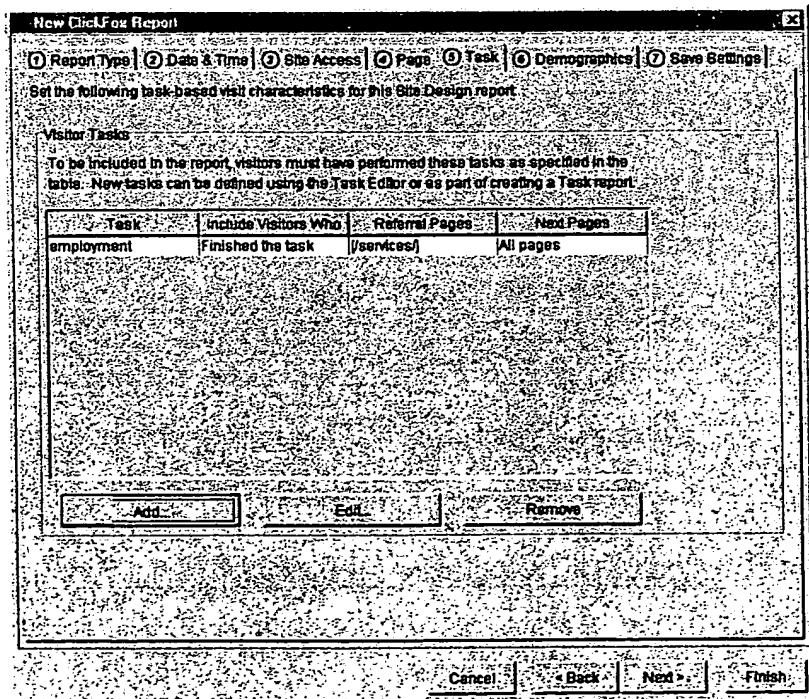
To be included in the report, visitors must have come to the site via one of these other sites.  
Add Edit Remove

Cancel Back Next Finish

4. Page: Allows the user to focus the report on visitors that went to or didn't go to particular pages, and on visitors that went to a minimum and maximum number of pages.

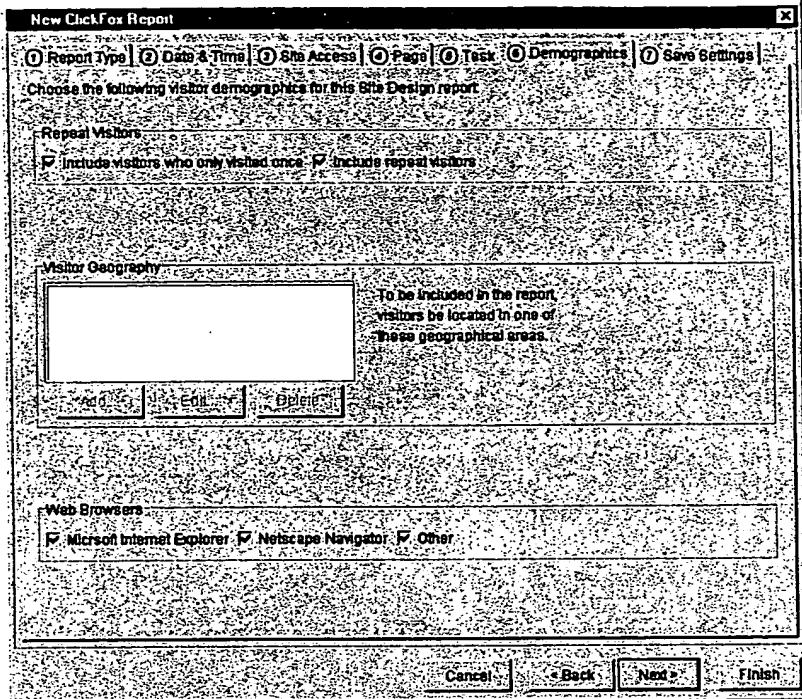


5. Task: Allows the user to focus the report on visitors that performed particular tasks. The user can select the task, whether the visitors must have started, completed, or not completed the task, referral pages for the task, and next pages for the task.

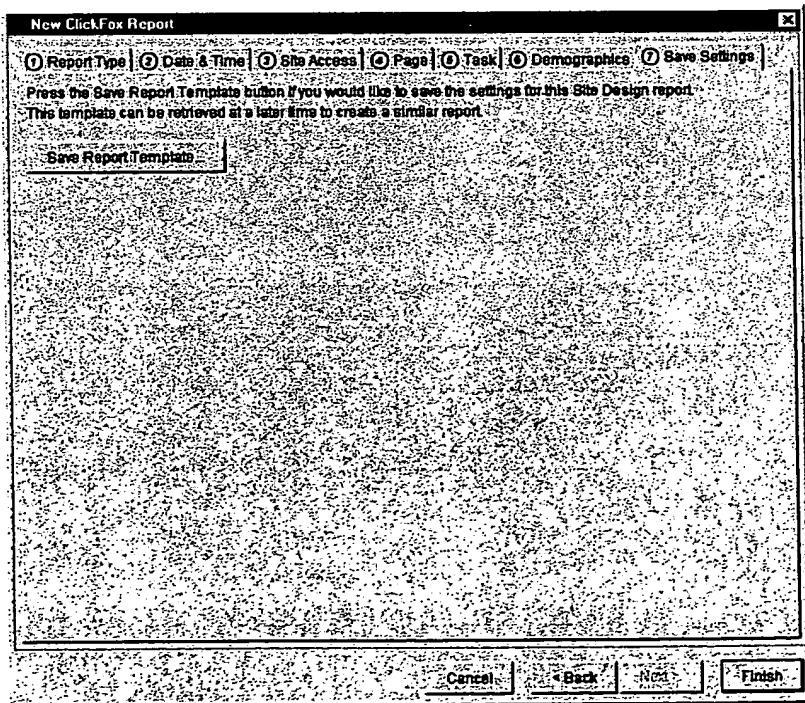


6. Demographics: Allows the user to focus the report on unique or repeat visitors, on visitors from particular geographic locations, and on visitors using particular web browsers.

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7. Save Settings: Allows the user to save the settings as a report template that can be retrieved later to create a similar report.



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## ClickFox Reference Manual

### **Version 4.0**

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## **0 Introduction**

---

This reference manual introduces you to the ClickFox integrated website evaluation environment. It is designed to present comprehensive information about each component and function of the ClickFox environment. For more information about how to use ClickFox please consult the User Manual.

## **1 2 Conventions**

---

The following figures and descriptions provide a synopsis of the more fundamental components of the ClickFox environment as well as a discussion of the terms used in this Reference Manual.

### **0 Mouse Control**

ClickFox will require you to interact with its environment through either the keyboard or the mouse. A single left-mouse click generally results in a selection event. For example, within the Site Map Panel, left-clicking a web page object results in the page object being selected and highlighted. Any relevant pages or links will also respond depending on various application settings. A single right-mouse click generally results in a context sensitive menu appearing (if supported in the pane or panel). This menu provides access to functionality that is relevant to the selected object. For example, right-clicking on a web page object within the Site Map Panel displays a set of menu options that allow the selected page to be displayed within the Page Browser Panel. It is also possible to launch the page within a web browser as well as to edit the page html source using your favorite html editor.

Dragging the mouse pointer over any underlined text within the ClickFox environment can result in two actions. First, italicized text that is underlined may respond to the mouse pointer by displaying a brief description or definition of the term. If the text is not italicized it may be possible for you to click on the term or page name and launch it in a web browser.

It is also possible to drag various objects (like web page objects) within a panel by first selecting an object and then holding down the left mouse button and moving the mouse pointer within a panel. Similarly, it is possible to resize the ClickFox window as well as many component panel panes by dragging the pane handle in the previously described manner.

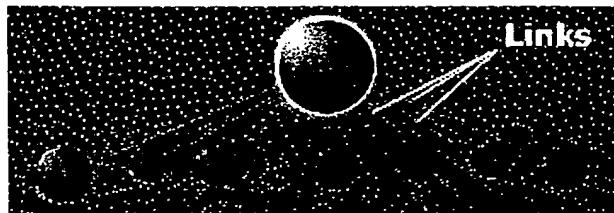
## 1 Web Pages:



**Figure 2.2.1 ClickFox Web Page Icons**

Web pages are documents in HTML or SGML format that can be displayed by a web browser. Web Pages are graphically represented as either rectangular or circular objects within the Site Map Panel, the Recommendation Walkthrough Panel and the Task Examiner Panel. The name of the web page is displayed on each rectangular object.

## 2 Links:



**Figure 2.3.1 ClickFox Site Link Icons**

Links are the URL links among the pages. Links are graphically represented as straight lines between web pages. Links' graphical representations are reformed depending on various application selections or depending on context. For example, they can have arrows or can be painted in different colors.

### 3 Panels:

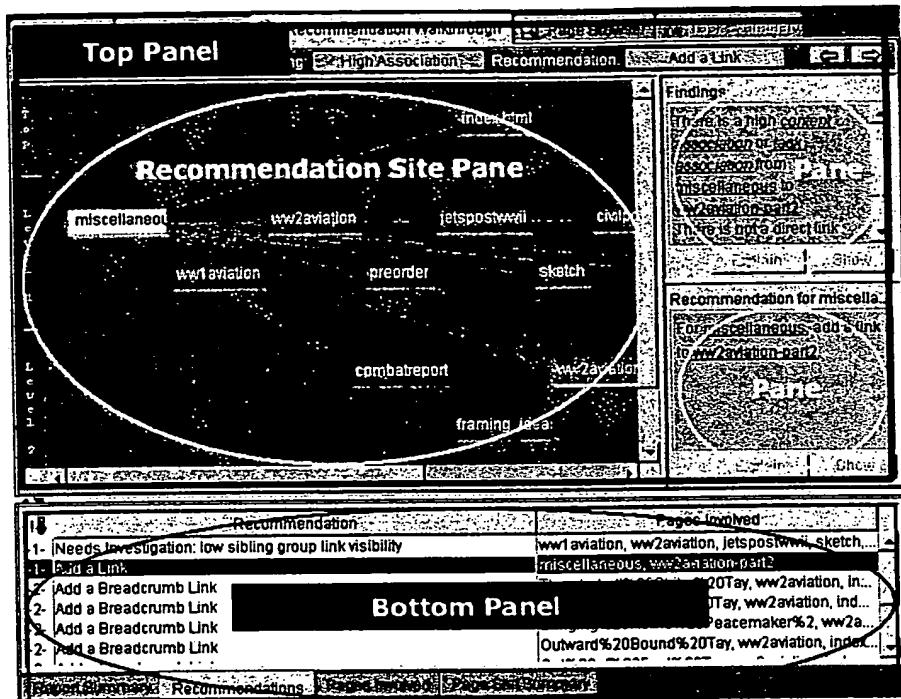


Figure 2.4.1 ClickFox Panels and Panes

Panels are the various regions of the ClickFox application window. Each panel has a unique layout that is appropriate to the information being presented. Many of the panels share common functionality like the ability for each region to be resized by using the mouse to select various handles, drag, and resize as needed. Panels are organized in this manual according to their location within the main ClickFox window. They are divided into Top Panels and Bottom Panels depending on which tab you are required to click on in order for the panel to be displayed. To select a Panel, single left-click on the appropriate tab as detailed in figure XX.

### 4 Panes:

*See Figure Above*

Panes are the various regions that compose a Panel. They are used to organize the content of a panel. They can contain text or graphics and their functionality is dependant on the content of the pane.

## 1 Overview of the ClickFox Graphical User Interface

ClickFox uses one window to perform most of its website analysis functions: mapping of site structure and log information, statistical analysis of site traffic, evaluation and recommendation for the site, and examine different tasks. The window displayed below is called the ClickFox Browser, and it contains several panels for interacting with these evaluation functions. The items that are available in the content panels depend on what Web Site Tab is selected.

*Top Panel Tabs* Main Menu    Main Toolbar    Panel Item 3.3    Pane Content  
3.4                    3.1                    3.2

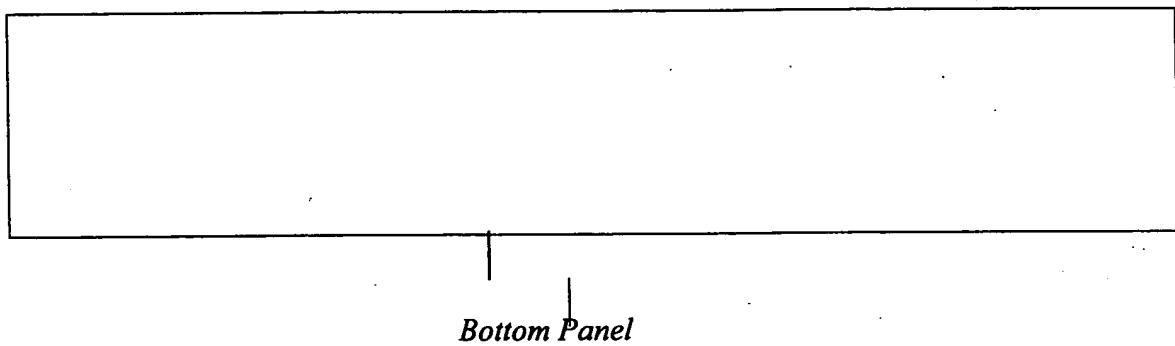
The screenshot shows the ClickFox interface with the following components:

- Top Panel Tabs:** Main Menu (3.4), Main Toolbar (3.1), Panel Item 3.3 (3.2), and Pane Content.
- Title Bar:** ClickFox - http://worldwerk.mirror.clickfox.com/
- Menu Bar:** File, Edit, View, Report, Task, Tools, Help.
- Main Toolbar:** Includes icons for Home, Back, Forward, Stop, Refresh, and Search.
- Panel Item 3.3:** A site map visualization showing the structure of a website. Nodes include index.html, sitemap/, partners/, products/, news/, services/, company/, deployment/, vision/, neon, namechange, chadharrison, grouptelecon, venturecapita, experience/, daleen, exec, salesEFW, and newmgmt. A tooltip for the company/ node displays statistics: Page views: 1372, Click-aways: 275, View time (s): 29.0, Clicks until: 1.7.
- Panels:** The Pane Content panel at the bottom contains a table titled "Report Summary" with the following data:

Page	Page Views	Click-aways	Aways/View	Clicks Until	First in Visit	View Time (s)	Until Time (s)	Afer Time (s)
CampBuilder/	40	11	27.5	12.5	0	50	500	264
CompEFX/	52	5	9.6	7.6	0	29	367	333
DataSmart/	2	0	0.0	15.0	0	14	310	656
ProdBuilder/	47	4	8.5	10.7	0	32	458	236
ProdMgmtDevel...	306	85	27.8	6.1	5	30	305	192
SalesEFW/	65	11	16.9	6.4	0	38	357	389

**Panels:** Report Summary, Recommendations, Open Requests, Page Stat Summary.

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**Figure 1.1** The ClickFox Application Window

### 1.1 Main menu

The main menu is at the top of the ClickFox Browser.



**Figure 1.1.1** The ClickFox Main Menu

It includes File, Edit, View, Report, Task, Tools and Help Menus. The Main Menu has been explained in more detail in Section xx.

## 1.2 Toolbar

The main toolbar is displayed at the top of the ClickFox Browser under the menu bar.



Figure 1.2.1 The ClickFox Main Toolbar

The toolbar provides shortcut buttons for the following menu commands: New Project, Open Project, Save Project, Show Report Panel, Show Task Editor, Show Popup Stats, Lock Nodes on Drag, New Report, Open Report, Open Report in Browser and Help. The Toolbar has been explained in more detail in Section xx.

## 1.3 Panels

Panels are essential ClickFox interface windows. The main ClickFox window has been organized into both Top and Bottom Panels. Top Panels present interactive graphical views whereas Bottom Panels present interactive tabulated information of the web site.

The Top Panels are: The Site Map Panel, The URL Explorer Panel, The Recommendation Walkthrough Panel and The Page Browser Panel.

The Bottom Panels are: The Report Summary Tab Panel, The Recommendations Panel, The Pages Involved Panel and The Page Stat Summary Panel.

Each Panel is also further divided into component Panes. Each Pane may contain either graphical or text content. Its functionality will vary depending on the information being presented. For additional information please see Section 4: The ClickFox Graphical User Interface Explained.

## 1.4 Top Panels

### 1.4.1 Site Map

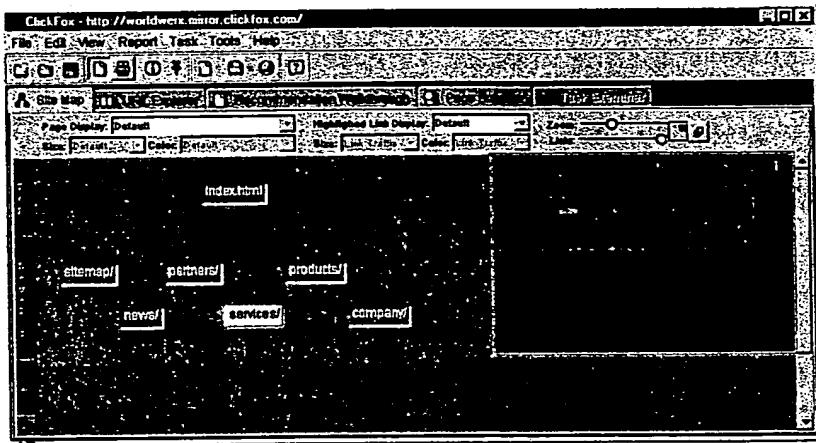


Figure 1.4.1.1 The Site Map Top Panel

The Site Map panel is an essential ClickFox interface window. Through this panel you can see a visual representation of your website and how each web page is interconnected with the rest of the site. Towards the top of the panel you will see a set of controls that allow for expanded functionality. For example, by varying the Page Display selection you can see various statistical measures like web page view time or number of page views for each page as well as obtain an overall picture of how your visitors are interacting with your site. The Site Map Panel has been explained in more detail in Section xx.

### 1.4.2 URL Explorer

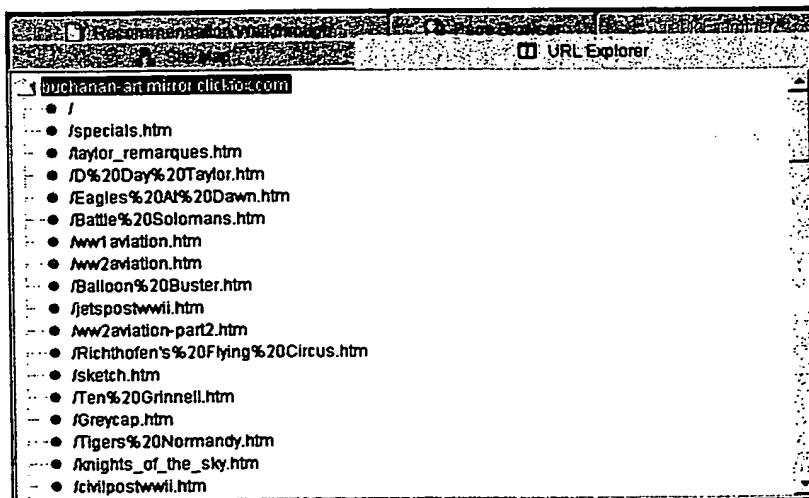
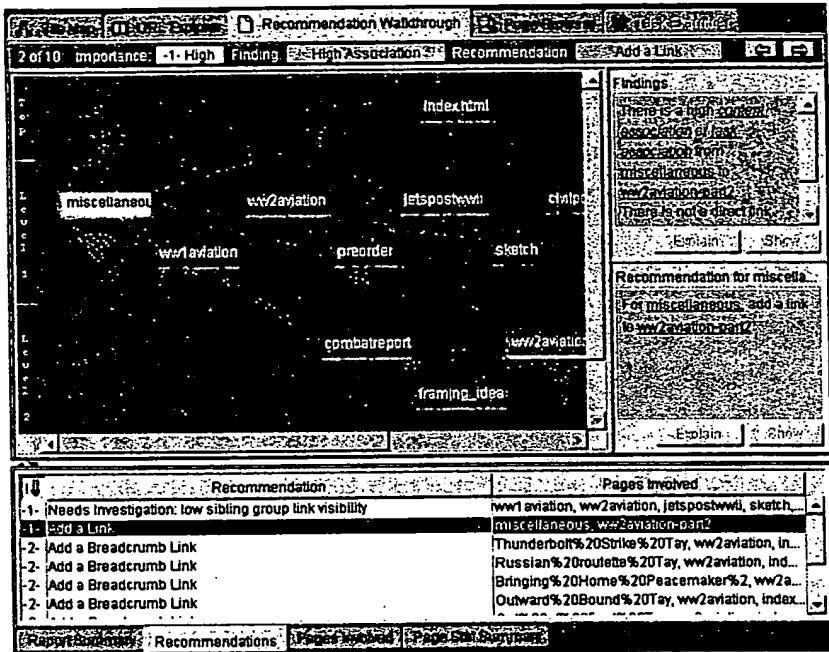


Figure 1.4.2.1 The URL Explorer Top Panel

The URL Explorer panel provides a directory hierarchy display of your web site.

### **1.4.3 Recommendation Walkthrough**



**Figure 1.4.3.1** The Recommendation Walkthrough Top Panel

The Recommendation Walkthrough panel is a critical interface in ClickFox. Within it you will find all of the ClickFox recommendations sorted by importance. Each recommendation is displayed one at a time. Along the left you will see a graphical representation of the page to which the recommendation applies as well as a set of relevant pages. You will also see the Findings that led to each Recommendation. This panel is at the heart of what ClickFox offers in terms of its analysis of how visitors are using your site and how you could improve it in order to provide a more satisfying and productive browsing experience.

#### 1.4.4 Page Browser

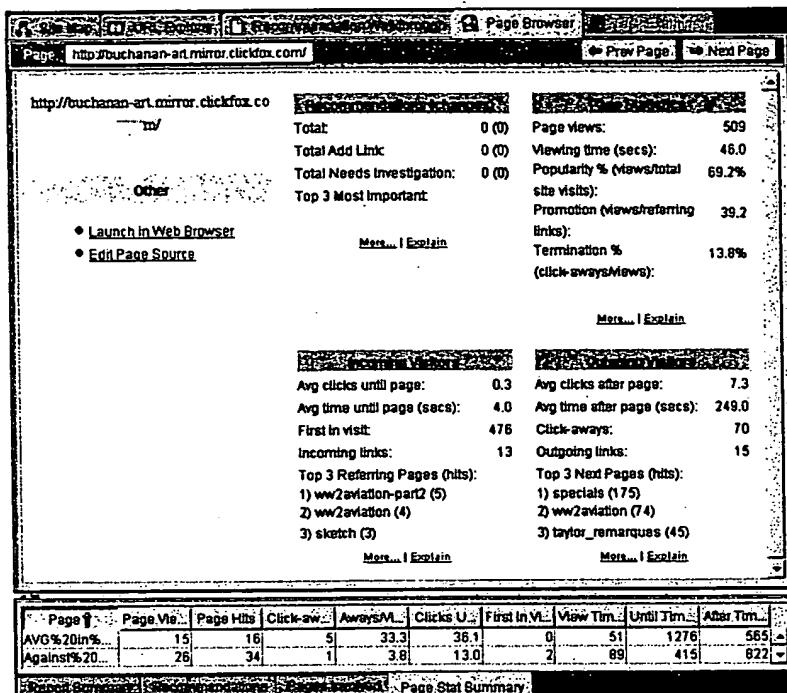


Figure 1.4.4.1 The Page Browser Top Panel

The Page Browser panel allows you to inspect statistics for each web page of your website. Through it you can find the number of page views for the page, how the page fares in an average visit, recommendations that apply to the page, etc. This panel provides a way to drill down into your site to see how your visitors are interacting with your site.

#### 1.4.5 Task Examiner

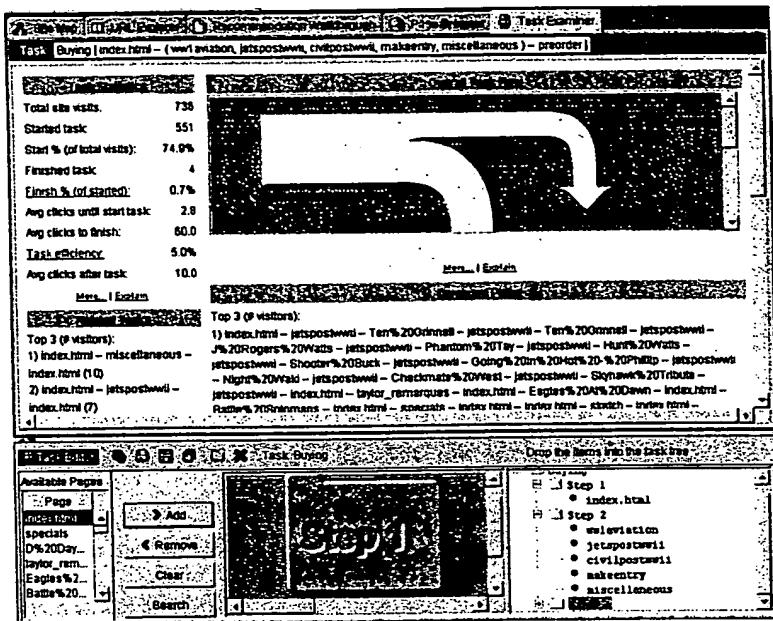


Figure 1.4.5.1 The Task Examiner Top Panel

The Task Examiner panel allows you to investigate how your visitors are navigating through specific pages of your site. For example, if you are interested in seeing how visitors browse your products and when or how they buy those products you can do so in this panel. You can define any number of steps for each task as well as any number of pages per step. This panel provides an extremely powerful way for you to see how your site traffic is organized, which pages are relevant to a task, etc.

## 1.5 Bottom Panels

### 1.5.1 Task Editor

The Task Editor is activated when a user wishes to define a new task or edit an existing task. It takes the place of the bottom report panel. The Task Editor UI includes a header with the task name and toolbar controls for creating a new task, opening an existing task, saving the task, adding a step to the task, and removing a step. The Task Editor Panel has been explained in more detail in Section 4.3.6.

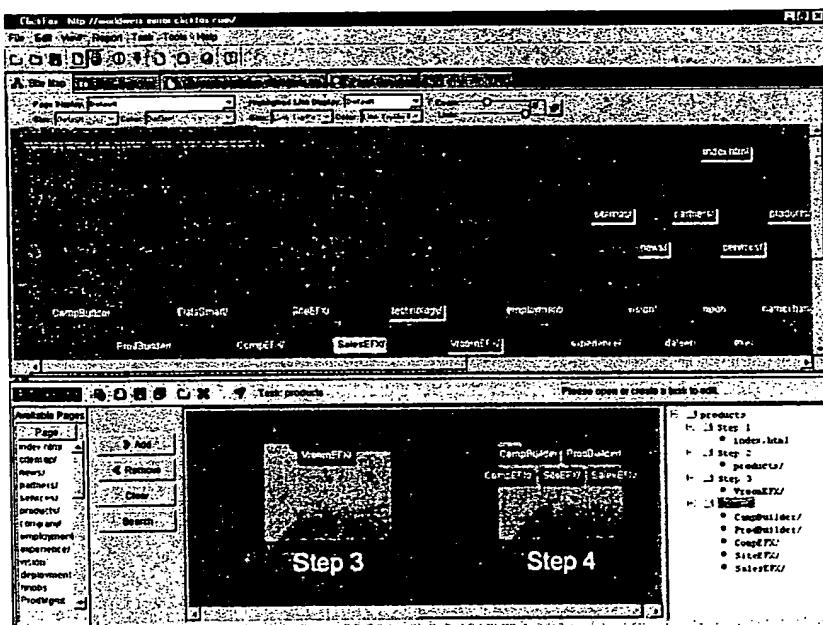


Figure 1.5.1.1 The Task Editor Bottom Panel

## 1.5.2

### 1.5.3 Report Summary

The screenshot shows the ClickFox interface with the 'Report' tab selected. The main window displays a table of recommendations categorized by type and their associated statistics. The table includes columns for 'Top Ten Recommendations', 'Recommendations', 'Total Changes', and 'Pages'. The categories listed are: Totals, Increase Visits to Task, Promote task-related page, Promote existing task-related link, Connect a Broken Link, Add a Next Link, Add See Also Links, Add a Menu of Links, Add a Breadcrumbs Link, Consider adding a Sibling Link, Add Links, Add a Link, and Needs Investigation.

Top Ten Recommendations	Recommendations	Total Changes	Pages
Totals	10	99	31
Increase Visits to Task	0	0	0
Promote task-related page	0	0	0
Promote existing task-related link	0	0	0
Connect a Broken Link	0	0	0
Add a Next Link	1	4	4
Add See Also Links	1	38	12
Add a Menu of Links	1	42	7
Add a Breadcrumbs Link	0	0	0
Consider adding a Sibling Link	0	0	0
Add Links	4	12	5
Add a Link	0	0	0
Needs Investigation	3	9	3

Figure 1.5.2.1 The Report Summary Bottom Panel

The Report Summary tab panel displays aggregate recommendation statistics for a report.

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## 1.5.4

### 1.5.5 Recommendations

The screenshot shows the ClickFox interface with the 'Recommendations' tab selected. The main area displays a network graph with nodes like 'employment', 'deployment', 'hrjobs', 'SalesMkt', 'accounting', 'administration', and 'SupportServ'. Nodes are interconnected by dashed lines. A tooltip over the 'accounting' node provides a detailed description of the recommendation: 'For accounting, add a menu of links to deployment, hrjobs, SalesMkt, and administration. These pages are not directly linked. The pages are linked from at least one common page. For example, add a menu of links to deployment, hrjobs, SalesMkt, and administration.' Below the graph, a table lists recommendations for each node:

Page	Recommendation	Pages Involved
-1- Add See Also Links		neon, exact, namechange, coleman, venturecapital, groupsite...
-1- Add a New Link		ProdBuilder, CompEFX, SiteEFX, CampBuilder...
-1- Add a Menu of Links		deployment, hrjobs, ProdMgmtDevelopmt, SalesMkt, account...
-1- Add Links		index.html, technology, VroomEFX, vision, experiences, empl...
-1- Add Links		exact, VroomEFX, experiences, employment/...
-1- Add Links		namechange, experiences, employment/...
-1- Needs Investigation: low all links to object utilization		news!, partners, Inng...
-1- Needs Investigation: low all links to object utilization		news!, partners, workgrp...
-1- Needs Investigation: low link utilization		stamps!, DataSmart/...

Figure 1.5.3.1 The Recommendations Bottom Panel

The Recommendations tab panel lists all the pages that are involved in each recommendation. You can sort by recommendation or by pages involved by selecting the appropriate column title. Selecting an item updates the content of the appropriate panels.

### 1.5.6 Pages Involved

The Pages Involved tab panel lists all the pages that are involved in each recommendation. You can sort by page involved or by recommendation by selecting the appropriate column title. Selecting an item updates the appropriate panels.

The screenshot shows the ClickFox interface with the 'Pages Involved' tab selected. The left pane is a tree view of pages: deployment, ProdMgmtDevelopmt, SalesMkt, accounting, administration, hrjobs, stamps!, partners!, news!, news!. The right pane lists recommendations for each page, which correspond to the items in the 'Pages Involved' table in Figure 1.5.3.1.

Figure 1.5.4.1 The Pages Involved Bottom Panel

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### 1.5.7

### 1.5.8 Page Stat Summary

The screenshot shows a web-based application interface with a top navigation bar and a bottom footer. The main content area displays a table titled "Page Stat Summary" with various columns representing statistical data for different pages.

Page ID	Page Name	Page Views	Clicks	Clicks Avg	Clicks Std Dev	First Visit	View Time (s)	Load Time (s)	After Time (s)
1	index	1372	1551	275	20.0	1.2	58	76	85
2	products	729	841	71	9.9	3.1	59	22	210
3	catalogue	899	784	181	27.3	2.8	24	41	181
4	cart	644	1706	151	23.4	3.7	57	23	210
5	orders	551	629	154	27.0	4.5	27	49	254
6	customers	941	593	279	42.1	4.2	29	107	254
7	experiences	421	478	105	24.9	4.5	14	34	273
8	services	225	454	78	24.0	3.1	24	36	210
9	support	268	225	95	27.8	3.1	5	29	205
10	productDetail	293	225	95	27.8	3.1	6	34	223
11	deployment	293	225	95	27.8	3.1	6	34	223
12	catalogueDetail	279	262	94	26.4	4.6	5	41	257
13	catalogueDetail2	262	262	94	31.2	6.0	3	37	262
14	SupportServices	179	194	49	27.4	3.9	7	61	374
15	Technology	178	194	29	18.5	3.2	14	24	237
16	lesson	178	195	29	18.2	4.9	3	42	308
17	SalesEFW	165	229	30	22.0	4.8	4	38	238
18	Customer	141	142	21	22.0	4.8	4	38	227
19	administration	121	149	23	25.2	3.8	2	19	280
20	messagechange	120	135	45	31.0	6.8	6	75	418
21	inputs	112	127	27	18.8	3.9	2	29	222
22	neon	97	98	25	25.0	6.5	2	69	222
23	venuscapital	98	67	29	23.7	3.5	8	50	305
24	accounting	71	81	7	8.8	1.9	2	28	180
25	SalesEFW	63	72	112	18.0	3.8	5	48	343
26	joysoftime	63	63	12	11.0	2.0	2	29	261
27	CompeFW	52	52	4	4.4	0.4	0	52	538
28	colorman	51	51	4	7.7	1.4	0	52	337
29	groupwarecom	51	51	23.9	13.8	3	2	53	374
30	SalesEFW	48	51	10	20.8	8.5	2	28	442
31	productDetail	47	50	4	6.5	10.1	0	32	458
32	customer	45	45	18	37.2	12.0	2	96	527

Figure 1.5.5.1 The Page Stat Summary Bottom Panel

The Page Stat Summary tab panel displays statistical information for each page. For example, you can see the number of page views, click-aways and view time for each page. You can sort on any column by selecting the column title.

# 1 The ClickFox Graphical User Interface Explained

## 1.1 The Top Panels

### 1.1.1 Site Map Panel

This section explains the Site Map Panel with its options. The Site Map panel is an essential ClickFox interface window. Through this panel you can see a visual representation of your website and how each web page is interconnected with the rest of the site. Towards the top of the panel you will see a set of controls that allow for expanded functionality. For example, by varying the Page Display selection you can see various statistical measures like web page view time or number of page views for each page as well as obtain an overall picture of how your visitors are interacting with your site. Figure 4.1 shows the menu items and panes related to the Site Map Panel.

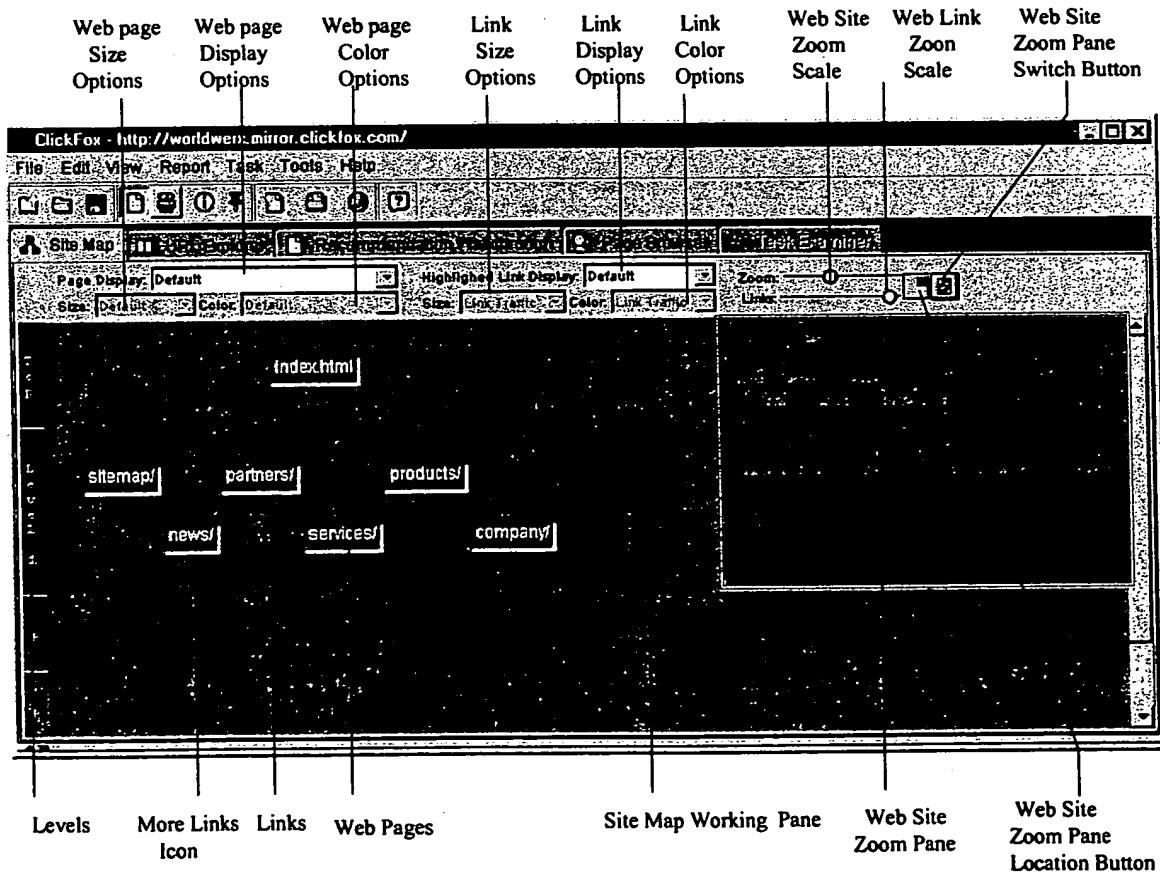


Figure 1.1.1.1 The ClickFox Site Map Panel

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#### *1.1.1.1 Site Map Working Pane:*

This is the main view pane for the site map. Levels, pages and links are represented in various forms in the Site Map Working Pane depending on the content and user control option selections.

#### *1.1.1.2 Web Pages (insert icon- rectangle / ball)*

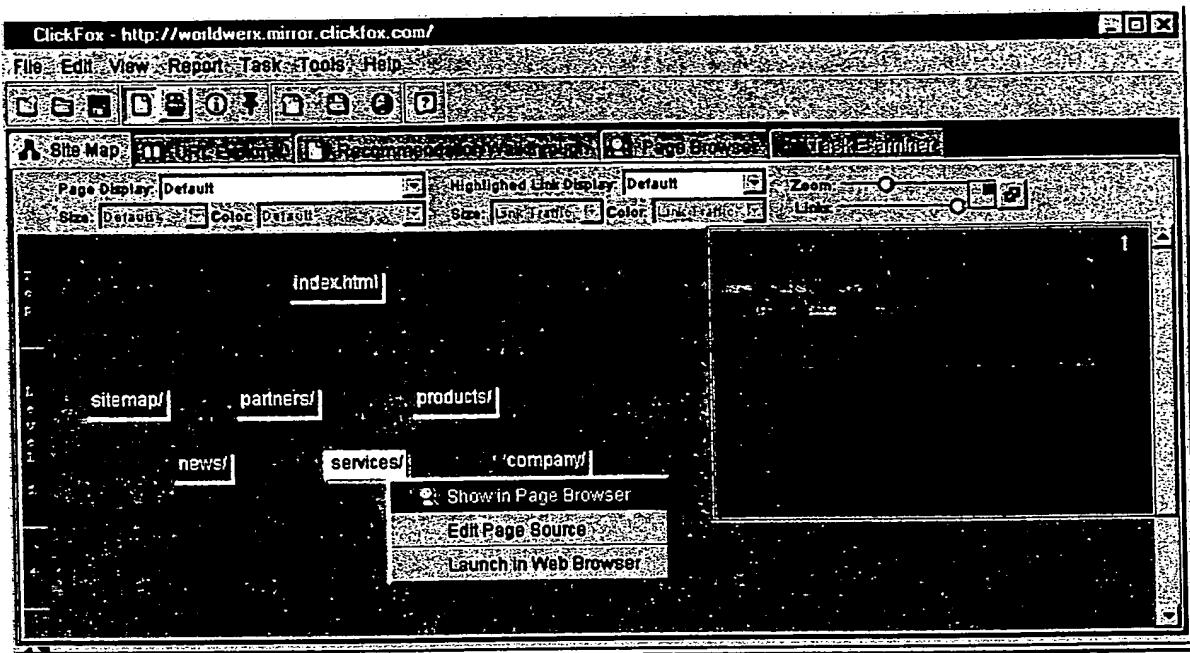
Web pages are documents in HTML or SGML format that can be displayed by a web browser. Web Pages are graphically represented as either rectangular or circular objects in the Working Pane. The name of the web page is displayed on each rectangular object.

#### *1.1.1.3 Page Options*

By clicking the left button of the mouse on each page object, the page and its links are activated. You can then observe and manipulate different functions related to that object

By clicking the left button of the mouse twice on each page object, the web page image is loaded into a mini-browser pane.

By clicking the right button of the mouse on each page object an option menu appears. You can choose to analyze the page in the Page Browser Panel, launch the page in a web browser or edit its contents in an html editor (See Options menu option in the Figure 1.1.1.3.1).



**Figure 1.1.1.3.1** Web Page Options

#### 1.1.1.4 Links

Links are the URL links among the pages. Links are graphically represented as straight lines between web pages. Links' graphical representations are reformed depending on

various application selections or depending on context. For example, they can have arrows or can be painted in different colors.

#### 1.1.1.5 More Links Icon (insert icon) (see also Web Site Zoom Scale)

The More Links Icon shows the extent to which links are related to the page in question. For simplicity, the More Links Icon is used where links are overcrowded. (*Also memory reason?*) User can use the Web Site Zoom Scale option to show intensity of the links from none to all.

#### 1.1.1.6 Link Options

By clicking the right mouse button on the Site Map Working Pane, an option menu related to the links of the pages appears. Selecting each item on the menu varies the type of links that are displayed. Figure 1.1.1.6.1 shows the options available.

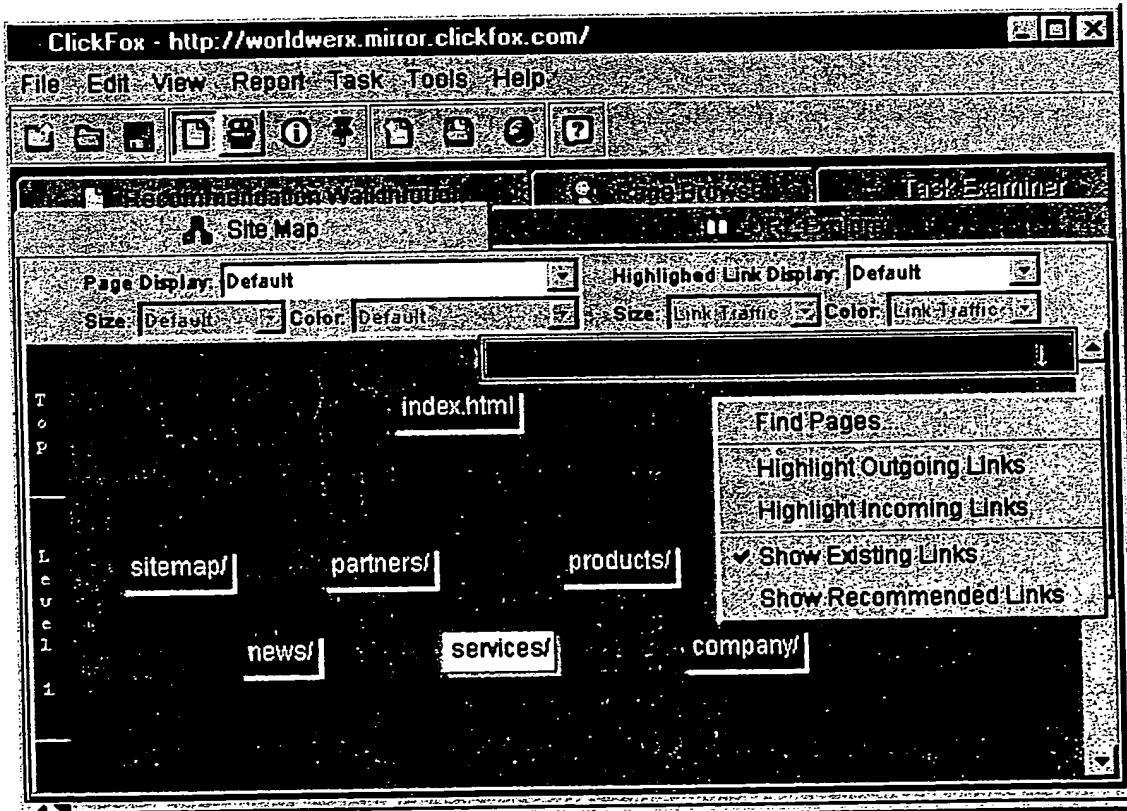
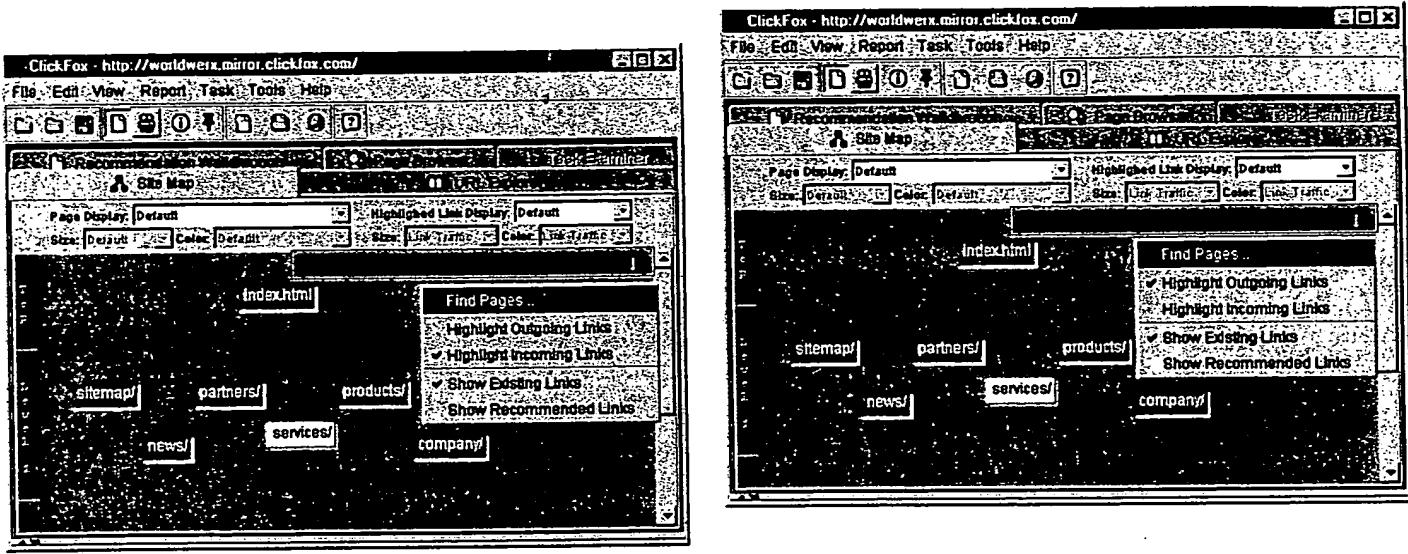


Figure 1.1.1.6.1 Link Options

Usage of the option menu and its effect on the links is demonstrated in the following figures.

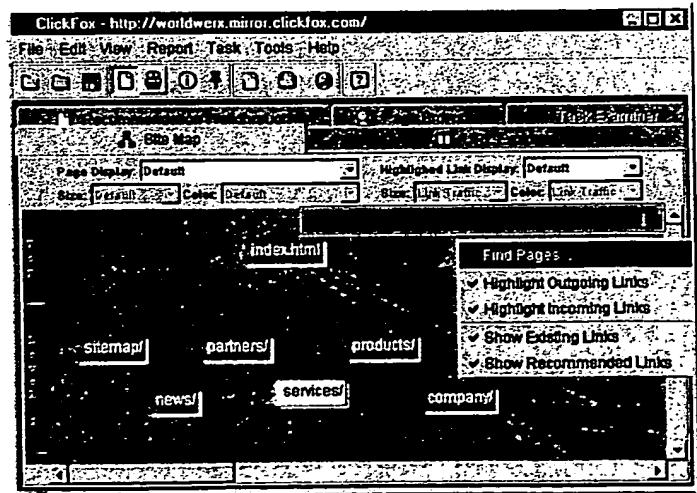
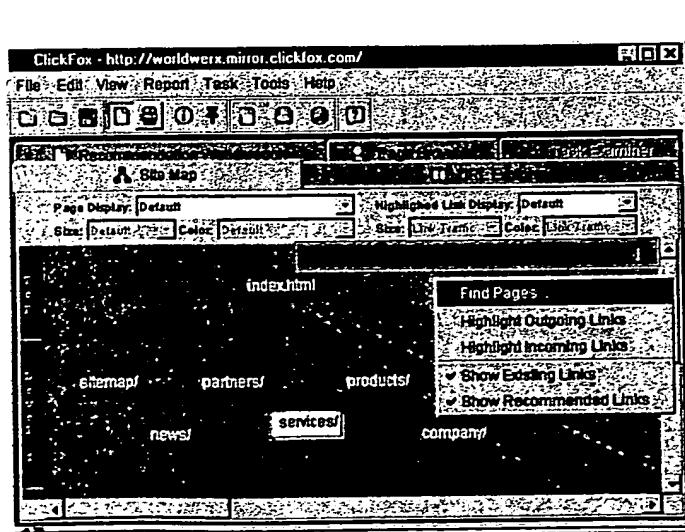


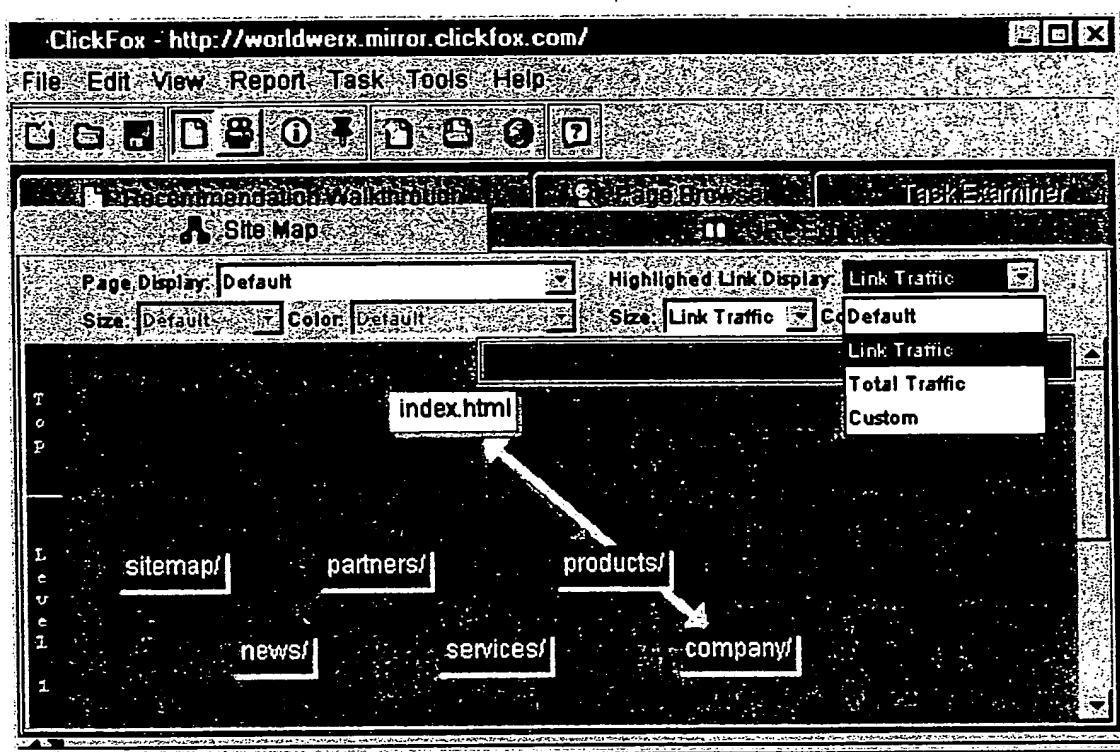
**Figure 1.1.1.6.2 Links option menu option in action**

#### 1.1.1.7 *Link Display Options*

Link display options are used to show the web traffic statistics and intensity through the links between pages. Figure xx\_k shows Links options: default, Link traffic, Total traffic and Custom.

ClickFox uses color and thickness to encode various statistics such as the relative traffic on incoming or outgoing links (i.e., from and to a node).





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#### **Figure 1.1.1.7.1 Link Display options**

##### **1.1.1.8 Link Size Options & Link Color Options**

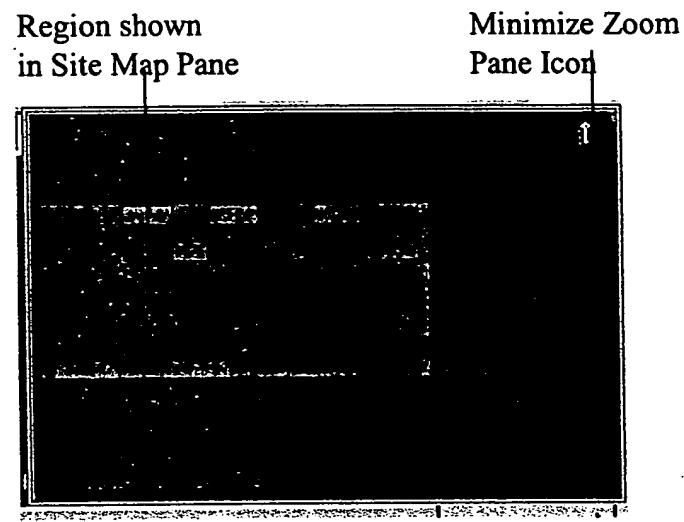
In addition to a thickness scale, a color scale that ranges from light yellow to dark orange is employed. The more yellow and thick the line is, the more visitors to the site used it. The thinner and the more orange is the link, the less visitors to the site used it. Figure xx-k shows an example, where most of the traffic originated from the sitemap went to the company page. The user has an option to mouse over each one of the relevant connected page (like index or company pop-up—shown in secondary highlight) and see a pop up window with the relative traffic on the link.

##### **1.1.1.9 Levels:**

Levels are defined by the number of links a user is required to click from the entry URL in the project to the page in question. For example, if index.html is the entry URL for the site, any link listed on index.html is considered 1 click away or of level 1. Similarly, if products.html is on level 1 and shoes.html is linked from products.html then shoes.html is considered level 2 or 2 clicks away from index.html. The Level menu is shown on the left section of the Site Map Working Pane. Levels on the pane start from the Top Level (URL defined in the Project) which is followed by a successive number of levels. Across each level in the menu, corresponding pages and related links are graphically represented on the Site Map Working Pane. Clicking on a level menu opens and closes the levels. The close option is represented by the (+).

##### **1.1.1.10 Web Site Zoom Pane**

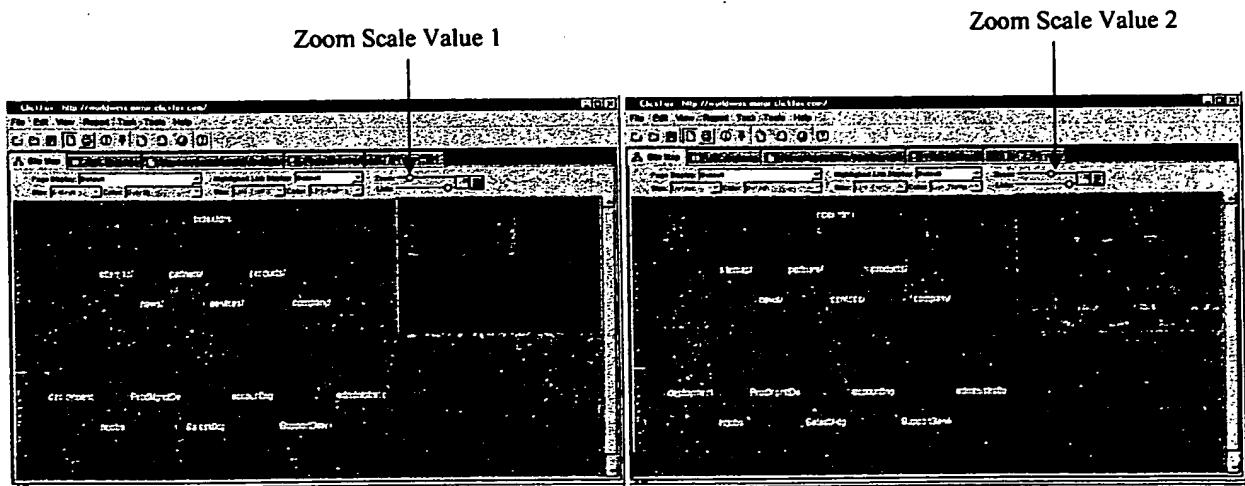
As described previously, the Site Map represents web pages and the links among them. However, most web sites are too large to be shown in a single screen. ClickFox thus provides a scaled overview of the entire site map display by default shown as a Web Site Zoom Pane on top of the detailed Site Map. The scaled view highlights the visible area of the site that is displayed in the detail area of the Site Map.



**Figure 1.1.10.1 Site Zoom Pane**

#### **1.1.11 Web Site Zoom Scale (insert icon)**

Users can zoom in/out on the web site network by dragging the yellow slider on the Web Site Zoom Scale from left to right or in the opposite direction. Zooming increases from left to right. Figure 4.2 shows the relative positions of the yellow slider on the scale for two different options of Web Site Zoom Scale for the same project.



**Figure 1.1.11.1 Web Site Zoom Scale**

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#### *1.1.1.12 Web Site Zoom Pane Switch Button (Insert Icon)*

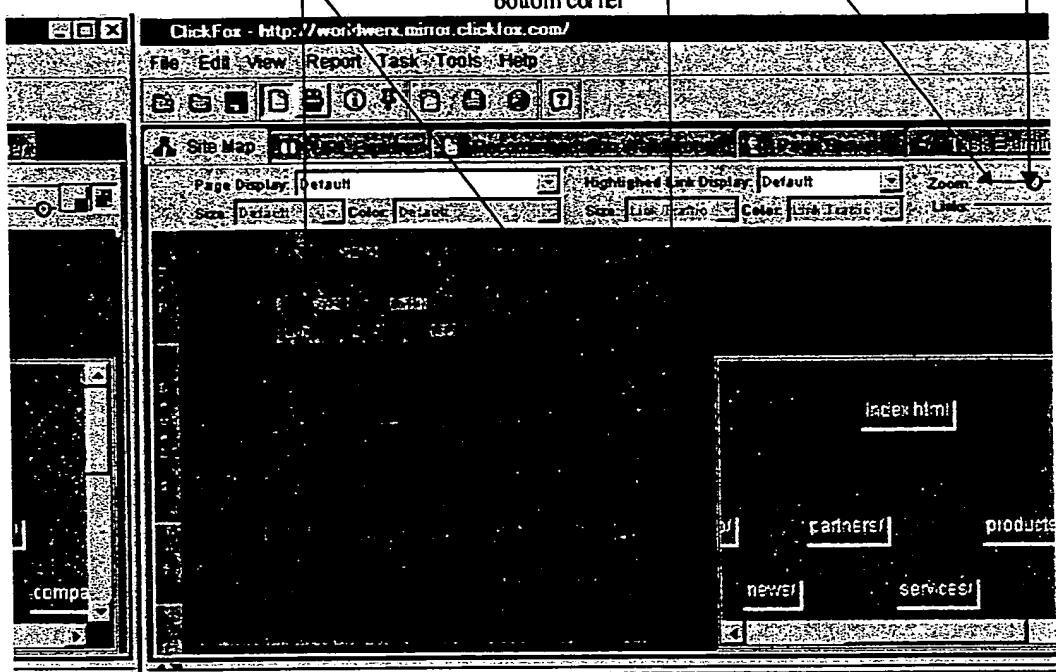
The user can pan the highlighted area in order to view different areas of the site in the detailed view. The user can close the scale panel, or move it to different location on top of the detailed site map view by Zoom Pane Location Pane, so that it won't block the view of the site map details

An additional option allows the user to swap the location of the detailed and scaled panes so that the scaled view is shown in the main portion of the Site Map and the detail view is shown in the inset. The pan and zoom controls still apply to each of the views.

Clicking Web Site  
Switch Button  
Swap Places

Clicking Zoom Pane  
Location Button Positions  
Zoom Pane in the right  
bottom corner

Zoom Pane  
Location Button  
Web Site  
Switch Button

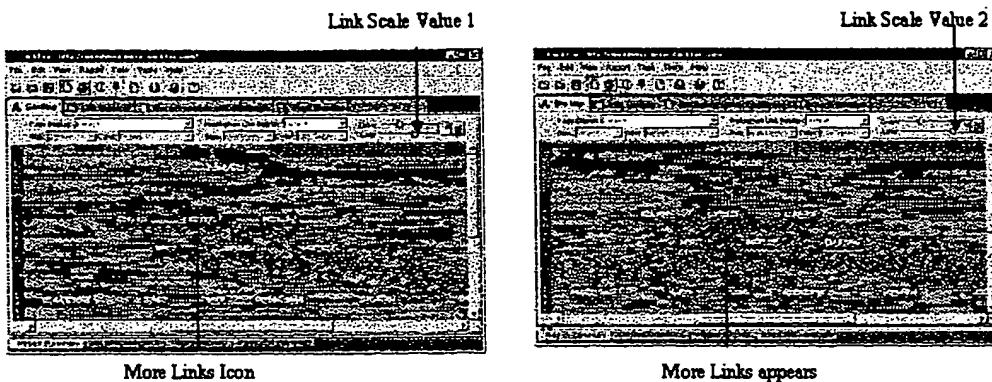


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**Figure 1.1.12.1 Site Zoom Pane Switch in action**

**1.1.1.13 Links Zoom Scale (insert icon)**

Users can scale the intensity of the links among the pages by dragging the yellow slider on the scale from left to right or in the opposite direction. The intensity of the network increases from left to right. The More Links Icon appears in the Site Map Pane when the yellow slider on the scale is closer to the left end. The Icon disappears and is replaced with more links as the slider approaches the right end. Figure 1.1 shows the relative positions of the yellow slider on the scale for two different options of link scale for the same project.



**Figure 1.1.13.1 Link Scale Slider in action**

**1.1.1.14 Web Page Display Options**

ClickFox uses color and size encoding of pages to represent various attributes of visitor behavior. In this kind of a representation, a page is represented as a sphere. The size of the sphere encodes one attribute: the bigger the sphere, the larger the attribute value is. The color of the sphere, on a scale from blue to red, represents another attribute: the redder the sphere is, the larger the attribute value. This page encoding display can be selected by the user from menus of predefined displays such as "page views vs. clickaways", or can be customized by menus that allow the user to select the statistic encoded by each display attribute (size or color). This gives two dimensional measurements of statistics: size and color. Options are represented in Web Page Display Options. Default represents the pages as a rectangular box and named attached to it.

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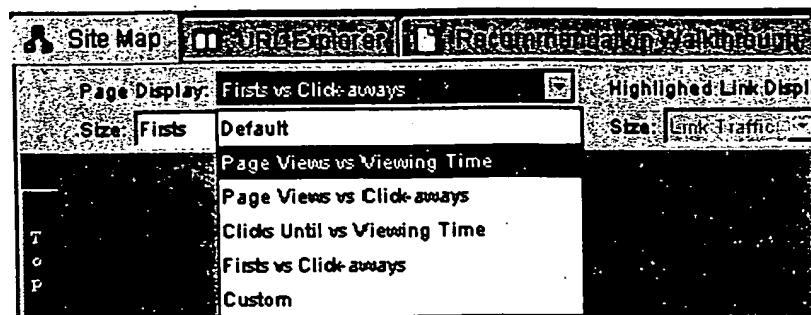


Figure 1.1.14.1 Web Page Display Options

#### 1.1.1.15 Web Page Size Options

The largest sphere visually will be the page with the maximum value of the encoded statistic. In this way users can selectively compare statistics more easily among different groups of pages in the site. Statistics attributes represented as size of the sphere are Page Views, Clicks Until and Firsts Figure 1.1.1.15.1

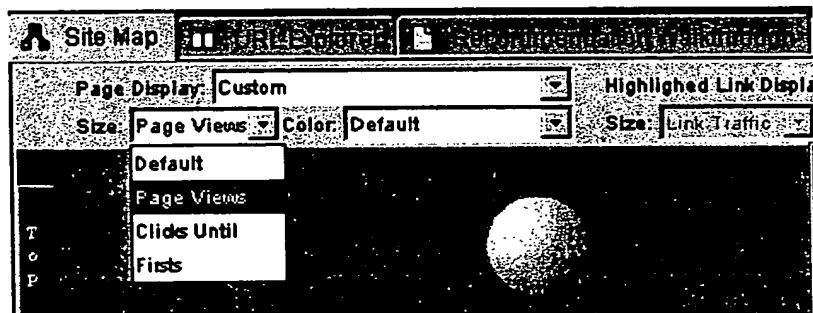
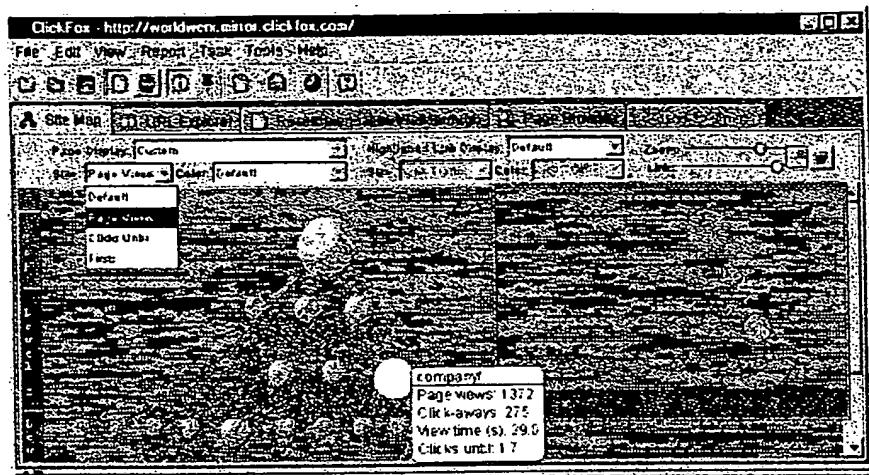


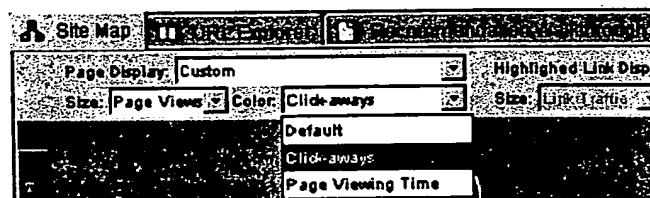
Figure 1.1.15.1 Web Page Size Options

The Figure below shows the effect of the Site Size selection on the Site Map.

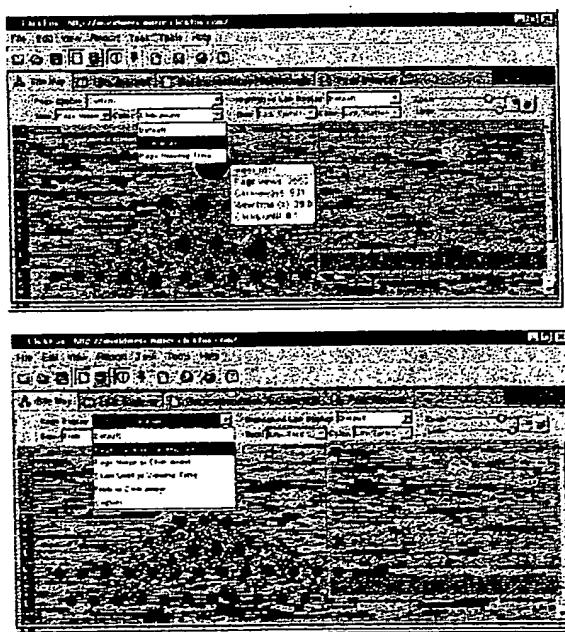


**Figure 1.1.15.2 Web Page Size Options in action**

#### 1.1.16 Web Page Color Options



The Figure below shows the effect of the Site Color selection on the Site Map.



**Figure 1.1.16.1 Web Page Color Options in action**

#### 1.1.2 URL Explorer Panel

This section explains the URL Explorer Panel with its options. The URL Explorer panel provides a directory hierarchy display of your web site. Figure 4.2.1 shows the various components of the panel.

Web Site Entry Point

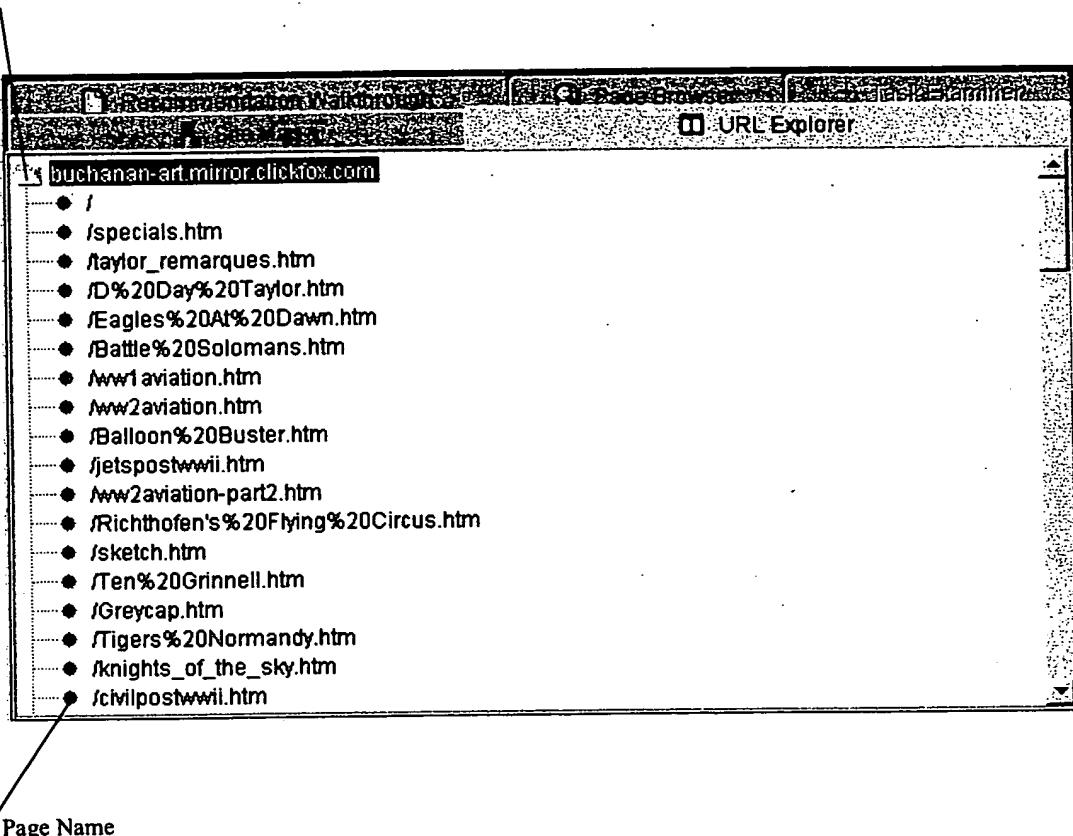


Figure 1.1.2.1 The URL Explorer Panel

#### 1.1.2.1 Web Site Entry Point

This directory represents the entry point for your website. All subsequent folders are organized according to a hierarchy similar to the directory structure of your hard drive with the entry point serving as the root.

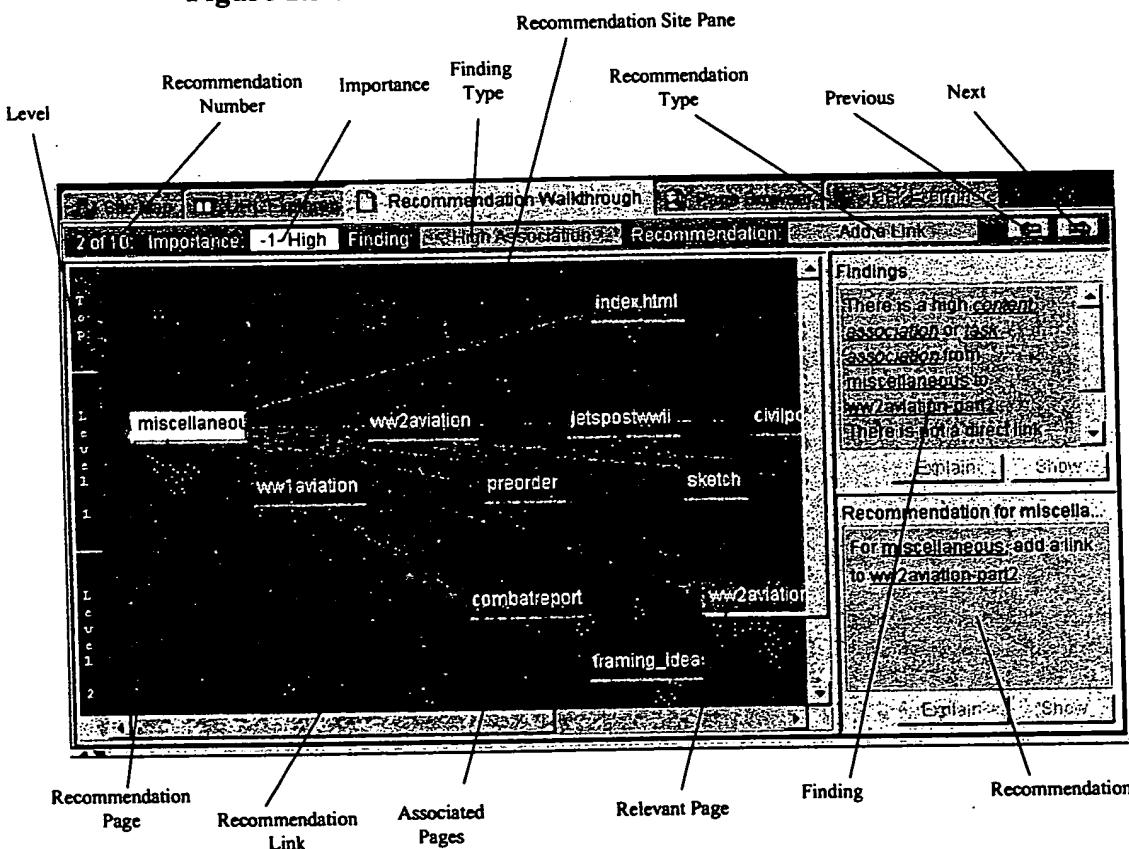
#### 1.1.2.2 Web Page Name

Each item represents a web page. Its position in the listing is relative to the directory under which the page can be found.

### 1.1.3 Recommendation Walkthrough Panel

This section explains the Recommendation Walkthrough Panel with its options. The Recommendation Walkthrough panel is a critical interface in ClickFox. Within it you will find all of the ClickFox recommendations sorted by importance. Each recommendation is displayed one at a time. Along the left you will see a graphical representation of the page to which the recommendation applies as well as a set of relevant pages. You will also see the Findings that led to each Recommendation. This panel is at the heart of what ClickFox offers in terms of its analysis of how visitors are using your site and how you could improve it in order to provide a more satisfying and productive browsing experience. Figure 1.1.1 shows the various components of the panel.

**Figure 1.1.3.1 The Recommendation Walkthrough Panel**



#### 1.1.3.1 Recommendation Site Pane

The Recommendation Site Pane is where many of the recommendation inspection activities take place. Here you can see a graphical representation of the web pages involved in a recommendation. The web page requiring investigation or changes is highlighted by default. You will also see links to pages of interest. This panel is similar to the Site Map Panel and can be navigated in the same manner.

#### *1.1.3.2 Finding*

A Finding is what ClickFox identifies by analyzing both the structure of your website and the way in which visitors navigated your site. There are many types of findings, these can be found in Section XX. For example, a high association between the products.html and shoes.html page is found when an analysis of visitor navigation patterns suggests both pages are navigated in a similar manner.

#### *1.1.3.3 Recommendation*

A recommendation is one of the more fundamental objects available in ClickFox. This window is where you will find what ClickFox suggests you investigate or change in a web page in order to serve your visitors more efficiently.

#### *1.1.3.4 Recommendation Page*

This object refers to the page to which the current recommendation applies. Changes or further investigation apply to this page.

#### *1.1.3.5 Recommendations Link*

Links involved in a recommendation will take the shape and color relevant to the recommendation type. Green, for example, involves adding a link. You will notice that other links and associations will not be highlighted in the same manner.

#### *1.1.3.6 Relevant Page*

These are pages that are directly involved in a recommendation. For example, if the recommendation suggests adding a link between products.html and shoes.html, the page requiring a change is the products.html page. The relevant page in this case is the shoes.html page.

#### *1.1.3.7 Associated Pages*

These are pages that serve to orient the pages involved in a recommendation. By looking at these it is possible to identify the region of your website to which the recommendation applies.

#### *1.1.3.8 Level*

Like in the Site Map Panel, a level is defined by the number of links a user is required to click from the entry URL in the project to the page in question. For example, if index.html is the entry URL for the site, any link listed on index.html is considered 1 click away or of level 1. Similarly, if products.html is on level 1 and shoes.html is linked from products.html then shoes.html is considered level 2 or 2 clicks away from index.html. The Level menu is shown on the left section of the Site Map Working Pane. Levels on the pane start from the Top Level (URL defined in the Project) and is followed by a successive number of levels. Across each level in the menu, corresponding pages and related links are graphically represented on the Site Map Working Pane. Clicking the

right mouse button on a level menu opens and closes the levels. The close option is represented by the (+).

#### *1.1.3.9 Recommendation Number*

The Recommendation Number is the component in this panel that displays the recommendation number for the current recommendation. This number is considered relative to the total number of recommendations for the current report.

#### *1.1.3.10 Importance*

The Importance component lists the level of importance for the recommendation. ClickFox categorizes its recommendations into High, Medium and Low levels of importance.

#### *1.1.3.11 Finding Type*

There are a number of different kinds of Findings that ClickFox is able to generate based on its analysis. For a complete list please refer to the Glossary .

#### *1.1.3.12 Recommendation Type*

There are a number of different kinds of Recommendations that ClickFox is able to generate based on its analysis. For a complete list please refer to the Glossary

#### *1.1.3.13 Previous*

This button allows you to cycle through the recommendations in the same manner as a browser back button.

#### *1.1.3.14 Next*

This button allows you to cycle through the recommendations in the same manner as a browser forward button.

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#### 1.1.4 Page Browser

This section explains the Page Browser Panel with its options. The Page Browser panel allows you to inspect statistics for each web page of your website. Through it you can find the number of page views for the page, how the page fares in an average visit, recommendations that apply to the page, etc. This panel provides a way to drill down into your site to see how your visitors are interacting with your each page of your site. Figure 4.4.1 shows the various components of the panel.

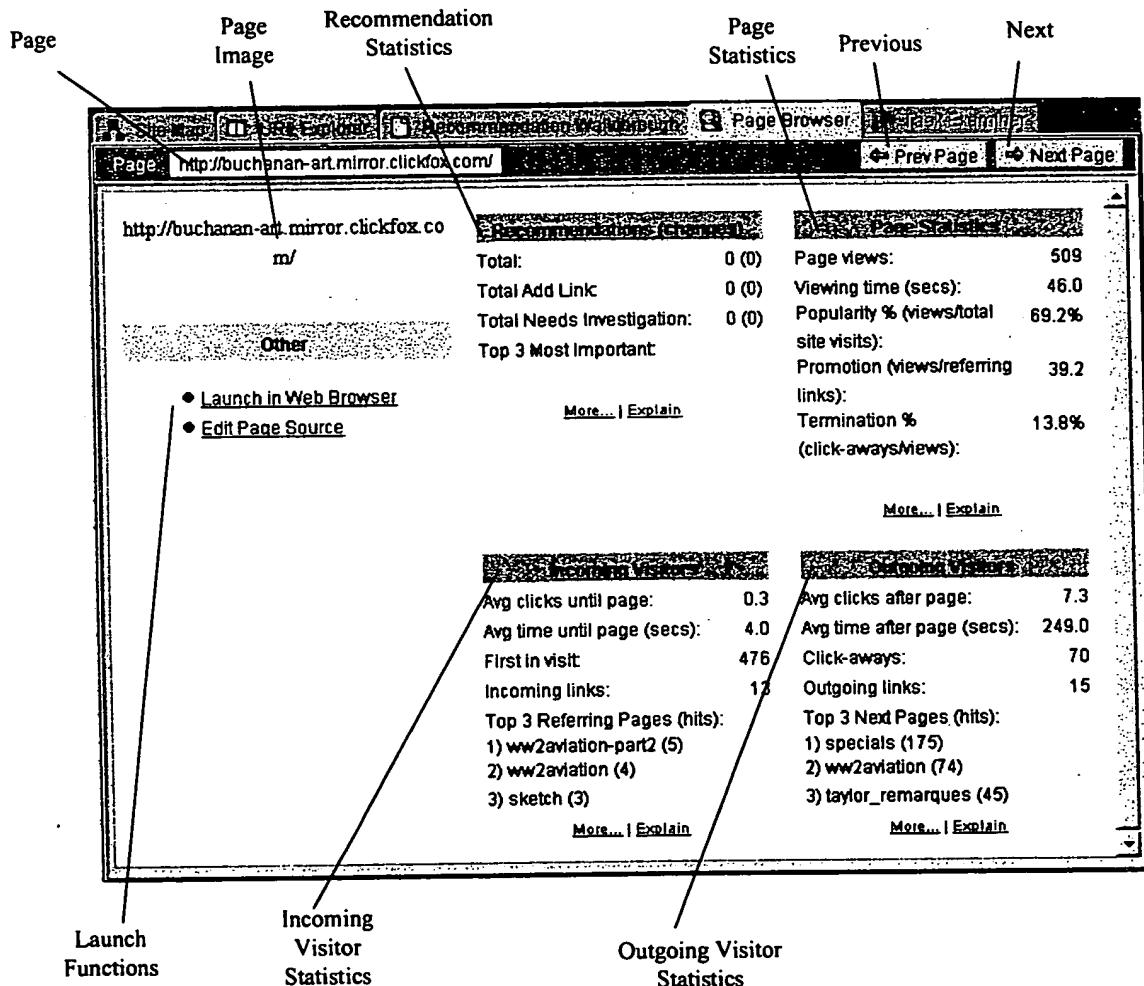


Figure 1.1.4.1 The Page Browser Panel

##### 1.1.4.1 Page

The page component displays the current web page name for which the statistics apply.

##### 1.1.4.2 Page Image

This component lists the URL to the web page being inspected.

#### *1.1.4.3 Launch Functions*

These links allow you to both see the web page in a web browser or edit its html source. You can activate either by single-clicking on the appropriate link.

#### *1.1.4.4 Recommendation Statistics*

This table provides a listing of relevant recommendation statistics for this page. For example, it is possible to inspect the number of changes required as a result of any number of relevant recommendations. The list of statistics and their descriptions follow:

*Total:* The total number of recommendations applicable to this page.

*Total Add Link:* The total number of Add a Link recommendations applicable to this page.

*Total Needs Investigation:* The total number of Needs Investigation recommendations applicable to this page.

*Top 3 Most Important:* The top 3 most important recommendations applicable to this page listed by type.

#### *1.1.4.5 Page Statistics*

This table provides a listing of statistics for this page. For example, it is possible to inspect the number of page views in this reporting period or the average viewing time for this page in an average visit. The statistics listed are:

*Page views:* The total number of visitor page views applicable to this page.

*Viewing time (secs):* The average viewing time for this page expressed in seconds.

*Popularity % (views/total site visits):* The relative popularity as defined by the number of page views for this page as a percentage of the total site visits.

*Promotion (views/referring links):* The level of promotion or relative number of links from other pages on your website from this web page.

*Termination % (click-aways/views):* The percentage of visitors that leave your site after visiting this page relative to the number of views of it.

#### *1.1.4.6 Incoming Visitor Statistics*

This table provides a listing of statistics for visitors arriving to this page. The statistics listed are:

*Avg clicks until page:* The average number of clicks an average visitor performs before arriving to this page.

*Avg time until page (secs):* The average time an average visitor spends before arriving at this page in a visit.

*First in visit:* The number of times this page appeared served as the start page for any visit.

*Incoming links:* The number of links pointing to this page from elsewhere on your website.

*Top 3 Referring Pages (hits):* The top 3 referring pages to the current page based on the number of page views.

#### *1.1.4.7 Outgoing Visitor Statistics*

This table provides a listing of statistics for visitors departing from this page. The statistics listed are:

*Avg clicks after page:* The average number of clicks an average visitor performs after departing from this page.

*Avg time after page (secs):* The average time an average visitor spends after departing from this page in a visit.

*Click-aways:* The number of times this page served as the last page for any visit.

*Outgoing links:* The number of links pointing away from this page to elsewhere on your website.

*Top 3 Next Pages (hits):* The top 3 next pages after the current page based on the number of page views.

#### *1.1.4.8 Previous*

This button allows you to cycle through all your website pages in the same manner as a browser back button.

#### *1.1.4.9 Next*

This button allows you to cycle through all your website pages in the same manner as a browser forward button.

### 1.1.5 Task Examiner

This section explains the Task Examiner Panel with its options. The Task Examiner panel allows you to investigate how your visitors are navigating through specific pages of your site. For example, if you are interested in seeing how visitors browse your products and when or how they buy those products you can do so in this panel. You can define any number of steps for each task as well as any number of pages per step. This panel provides an extremely powerful way for you to see how your site traffic is organized, which pages are relevant to a task, etc. Figure 4.5.1 shows the various components of the panel.

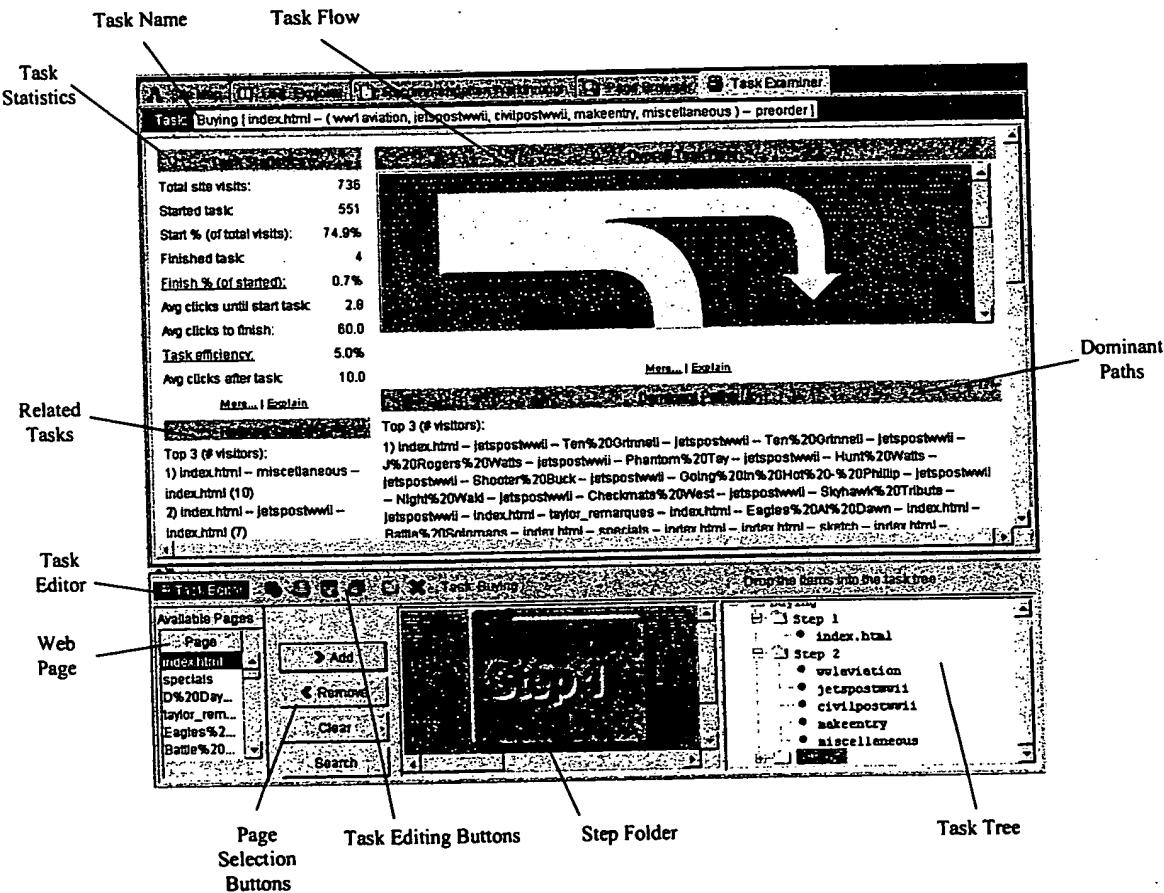


Figure 1.1.5.1 The Task Examiner Panel

#### 1.1.5.1 Task Name

This component lists the name of the current task as well as the pages that comprise it.

#### 1.1.5.2 Task Statistics

This table provides a listing of task statistics for this page. For example, it is possible to inspect the number of page views in this reporting period or the average viewing time for this page in an average task visit. The statistics listed are:

*Total site visits:*

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*Started task:*

*Start % (of total visits):*

*Finished task:*

*Finish % (of started):*

*Avg clicks until start task:*

*Avg clicks to finish:*

*Task efficiency:*

*Avg clicks after task:*

#### ***1.1.5.3 Task Flow***

This panel displays a graphical representation of how visitors travel through the various pages of this task. It shows you the relative number of visitors that completed the task as well as the number that did not and at which point each group departed. Each step is represented by an arrow. The thickness represents the relative number of total visitors for each step.

#### ***1.1.5.4 Related Tasks***

This table provides a listing of tasks and the associated pages that comprise them that are related to the task being examined. You will see pages listed that ClickFox identified as being similar to the ones included in the current task.

#### ***1.1.5.5 Dominant Paths***

This table provides a listing of the pages and various combinations of the task that were found in your visitors' site navigation patterns.

#### ***1.1.5.6 Task Editor***

This panel provides the main mechanism for interacting with and definition of a task. Here you can create tasks, delete tasks, create steps, add web pages to various steps, etc.

#### ***1.1.5.7 Web Page Selection List***

This is a comprehensive list of the pages that make up your web site for the current project. You can use the Page Selection Buttons to select pages to add to the task

#### ***1.1.5.8 Page Selection Buttons***

These buttons allow you to add either one page or multiple pages from the Web Page Selection List into the current step.

#### ***1.1.5.9 Task Editing Buttons***

These buttons allow you to add tasks, open saved tasks, save the current task, delete tasks, add steps, delete steps, and execute the task report.

#### ***1.1.5.10 Step Folder***

This panel provides a graphical representation of the steps that comprise a task. Each folder can contain any number of pages and you can see them listed as though contained

inside the folder. You can add web pages to each folder/step either from the Site Map Panel (if it is currently displayed) or from the Web Page Selection List.

#### *1.1.5.11 Task Tree*

This panel provides a hierarchical representation of the steps and web pages that comprise a task. It is possible to drag a web page from either the Site Map Panel if it is available or from the Web Page Selection List.

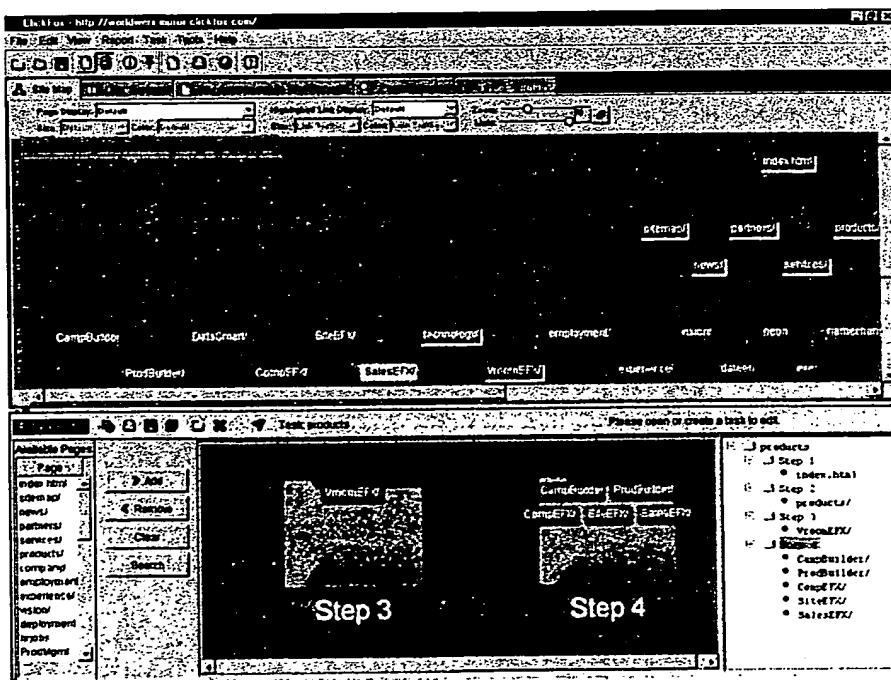
# 1 The ClickFox Graphical User Interface Explained (Continued)

## 1.1 The Bottom Panels

### 1.1.1 Task Editor

The Task Editor is activated when a user wishes to define a new task or edit an existing task. It takes the place of the bottom report panel. The Task Editor UI includes a header with the task name and toolbar controls for creating a new task, opening an existing task, saving the task, adding a step to the task, and removing a step.

On the left is a table of pages in the site, including additional statistics about them. The main part of the Task Editor display is split into two graphical representations of the task. The first is a sequence of folders, where each folder represents a step in the task. Pages can be dragged and dropped into the folders, either from the page table to the left or from any of the graphical views above such as the Site Map or Recommendation Walkthrough. Pages that are part of the step are displayed in the folder, when clicking on it with the left mouse button or when a new page is dropped into the folder opens it. Each folder can be given a name by the user. Feedback in the form of icons is provided while the user is dragging as to whether a page already exists in a step, or whether it is permissible to drop the page.



#### **Figure 1.1.6.1 The Task Editor Panel**

The right part of the display shows the steps and pages in the form of a file explorer-like tree of text labels. Each step is displayed at the top level, and opening the step causes the list of pages in the step to be displayed. Pages can be dragged and dropped into this display similarly to the folder display.

Both folders and text labels in the tree can be selected by left clicking with the mouse, and can be deleted using the toolbar icons.

##### *1.1.1.1 Task Overview*

The Task Overview is presented to the user after a task report is created. It includes several sections that provide an overview of the task statistics, visitor behavior through the tasks, task recommendations, and related tasks. Each of the titled areas is a link to a display specific to that section. For example, left-clicking on the link labeled "Overall Task Flow" takes the user to the Task Flow display described in Section Task Flow Graph.

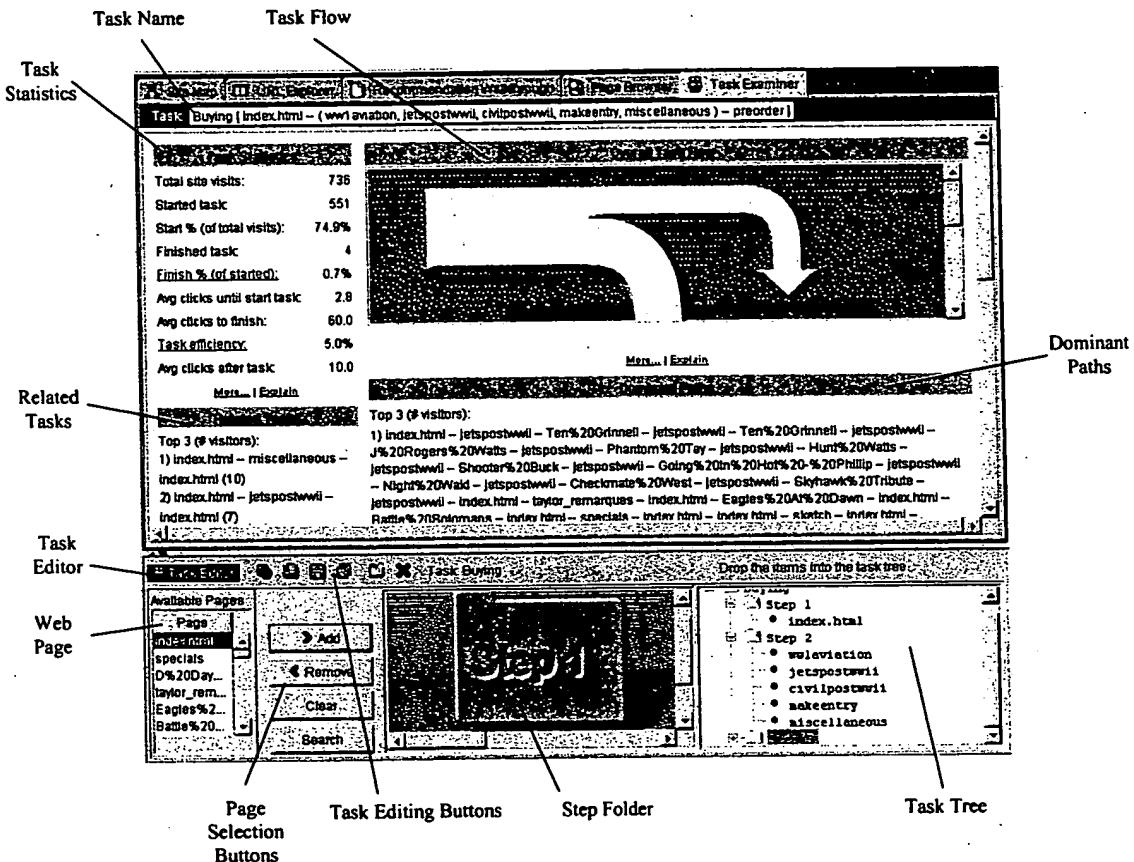
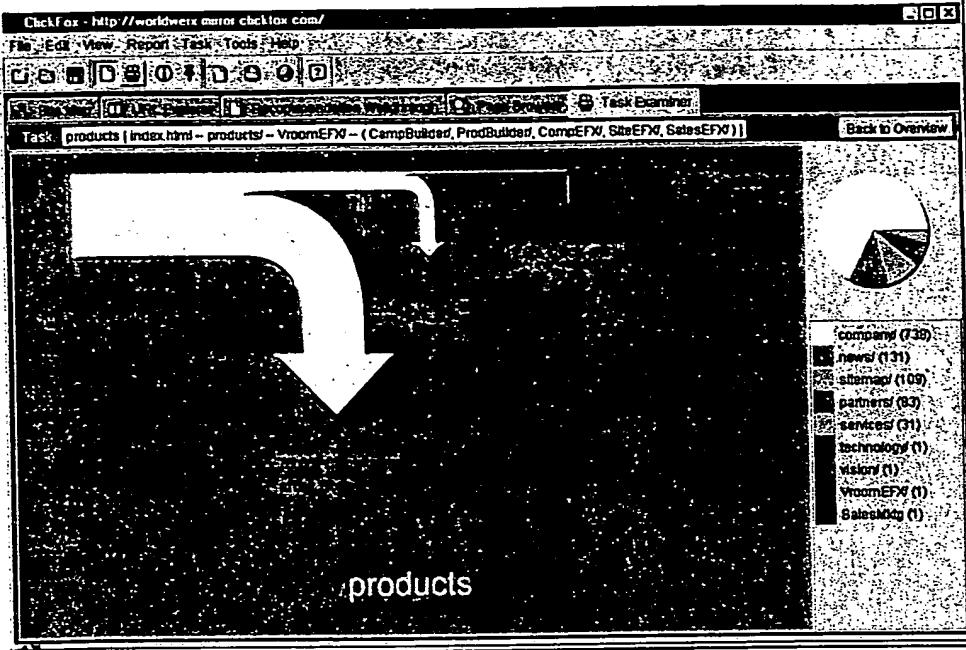


Figure 1.1.7.1 ClickFox Task Overview display on the top, and Task Editor on the bottom.

### 1.1.1.2 Task Flow Graph

The Task Flow Graph is a visual representation of the cumulative visitor traffic through the steps of the task. The thickness of the arrow-lines represents the amount of visitors that remained in the task or clicked-away from the task at each step. Amount and percentages of remaining visitors in the task are shown as labels.

The user can select a particular arrow using the left mouse button and further information about the visitors is displayed. For example, selecting a click-away from a particular step will display a pie graph showing the pages that the visitors clicked-away to and the number of visitors that went to each page.



**Step 1**

**Figure 1.1.6.2.1 The Task Flow Graph**

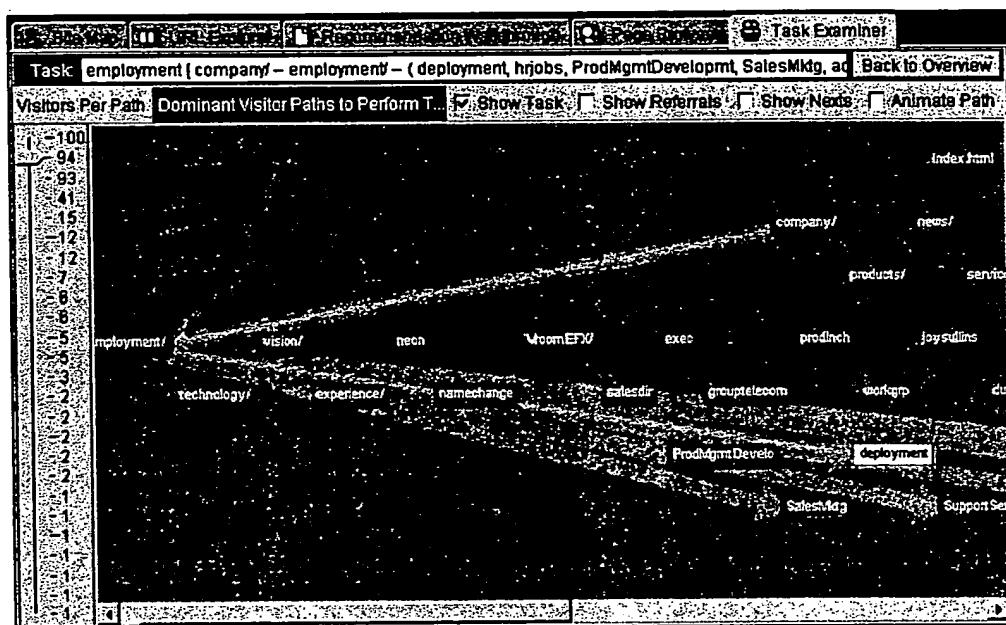
#### *1.1.1.3 Dominant Paths*

The Dominant Path display allows the user to see the specific path in terms of pages visited that web site visitors took in performing the task. The paths are ordered by "dominance" in terms of the number of visitors performing them. One path at a time is displayed in the main view. The view includes a node for all pages that were involved in the paths users took through the task, laid out in a tree structure similar to the Site Map. A slider on the left labeled with the number of visitors who took a particular path allows the user to select which path is displayed.

Each path is shown as a sequence of arrows between the pages in the order they were visited. A faint, thick arrow line shows the shortest path through the task for reference. Controls at the top of the display allow the user to selectively display the following:

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- Referrals: show arrow edges from the pages that referred visitors to the start of the task, including edge labels with the number of visitors coming from each referral page.
- Nexts: show arrow edges to the next pages that visitors went to after completing the task, including edge labels with the number of visitors to each next page.
- Animate: displays an animation of the path sequence. Each “frame” of the animation shows the next link in the sequence as a thick line. In each subsequent frame that line becomes thinner, effectively creating a “tail” much like that of a comet that originates from the lead page in the frame. The lead page is also given a halo-like aura around it to highlight it for the user.



**Figure 1.1.2.1** The ClickFox Dominant Path display in the Task Examiner

### 1.1.2 Report Summary Panel

The Report Summary tab panel shows the summary results of the ClickFox website analysis. It lists quantitative measures of your site. The main components of this panel are the Reports Explanation Pane and the Recommendation Table. Figure 1.1.7.1 shows the Panel and its components.

Status Bar	Report Explanation Pane	Recommendation Table	Number of Recommendations	Number of Total Changes Required on the pages	Number of pages Involved with recommendation																																																							
ClickFox Site Design Report - 3 (Tue Nov 29 06:59:19 EST 2000)	Site: http://www.clickfox.com Base URL: http://www.clickfox.com Pages: 41 Date Range: from log	<b>Top Ten Recommendations</b> <table border="1"> <thead> <tr> <th></th> <th>Recommendations</th> <th>Total Changes</th> <th>Pages</th> </tr> </thead> <tbody> <tr> <td>Totals</td> <td>10</td> <td>99</td> <td>31</td> </tr> <tr> <td>Increase Visits to Task</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Promote task-related page</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Promote existing task-related link</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Correct a Broken Link</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Add a Next Link</td> <td>1</td> <td>4</td> <td>4</td> </tr> <tr> <td>Add See Also Links</td> <td>1</td> <td>56</td> <td>12</td> </tr> <tr> <td>Add a Menu of Links</td> <td>1</td> <td>42</td> <td>7</td> </tr> <tr> <td>Add a Brandname Link</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Consider adding a Sibling Link</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Add Links</td> <td>4</td> <td>12</td> <td>.5</td> </tr> <tr> <td>Add a Link</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Needs investigation</td> <td>3</td> <td>5</td> <td>3</td> </tr> </tbody> </table>		Recommendations	Total Changes	Pages	Totals	10	99	31	Increase Visits to Task	0	0	0	Promote task-related page	0	0	0	Promote existing task-related link	0	0	0	Correct a Broken Link	0	0	0	Add a Next Link	1	4	4	Add See Also Links	1	56	12	Add a Menu of Links	1	42	7	Add a Brandname Link	0	0	0	Consider adding a Sibling Link	0	0	0	Add Links	4	12	.5	Add a Link	0	0	0	Needs investigation	3	5	3		
	Recommendations	Total Changes	Pages																																																									
Totals	10	99	31																																																									
Increase Visits to Task	0	0	0																																																									
Promote task-related page	0	0	0																																																									
Promote existing task-related link	0	0	0																																																									
Correct a Broken Link	0	0	0																																																									
Add a Next Link	1	4	4																																																									
Add See Also Links	1	56	12																																																									
Add a Menu of Links	1	42	7																																																									
Add a Brandname Link	0	0	0																																																									
Consider adding a Sibling Link	0	0	0																																																									
Add Links	4	12	.5																																																									
Add a Link	0	0	0																																																									
Needs investigation	3	5	3																																																									

**Figure 1.1.7.1 The Report Summary Panel**

The Status Bar is used to report the name and time of the report.

The Report Explanation Pane is used to report the web site name, entry URL for the project, how many pages are in the site and the report date range.

The Recommendation table is used to tabulate the top ten recommendations. Columns display the Number of Recommendations, the Number of Total changes required on the relevant pages and the number of pages involved for each recommendation. Each subsequent row reports a different type of recommendation.

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### 1.1.3 Recommendations

The Recommendations tab panel lists all the pages that are involved in each recommendation. Figure xx –m shows the Recommendation tab panel. The components of the panel are the Priority Column shown by the Priority Icon, as well as the Recommendation and Pages Involved columns.

Priority Icon	Activated Item	Recommendations to Pages Involved	Web Page Names
		Recommendation	Pages Involved
-1	Add a Next Link		ProdBuilder, CompeFX, SiteEFX, CampB...
-1	Add a Menu of Links		deployment, hjobs, ProdMgmtDevelopmt, ...
-1	Add See Also Links		:neon, exec, namechange, coleman, venture
-1	Add Links		index.html, technology, VroomEFX, vision, ...
-1	Add Links		exec, VroomEFX, experience, employment
-1	Add Links		namechange, experience, employment/
-1	Add Links		:neon, experience, employment/
-1	Needs Investigation: low all links to object utilization		news/, partners/, trng
-1	Needs Investigation: low all links to object utilization		news/, partners/, workgrp
-3	Needs Investigation: low link utilization		sitemap, DataSmart

Recommendations Panel

**Figure 1.1.8.1 The Recommendations Panel**

The Priority icon (*insert icon*) sorts the recommendations suggested by ClickFox according to priority level.

The Recommendations column lists the type of recommendation that applies to the web pages listed in the corresponding row of the Pages Involved column (see Type of Recommendations in Section xx).

The Pages Involved Column is used to list of the all pages involved for the particular recommendation. You can also sort by recommendation or by pages involved by selecting the appropriate column title. (*how?*)

Activating an item in the Panel updates the content and views of the WalkThrough, Page Browser, and Pages Involved Panels.

#### 1.1.4 Pages Involved

The Pages Involved Panel lists all the recommendations that are involved for each page. It is similar to the Recommendations panel. The Pages Involved Panel is centered around the specific page instead of the pages involved with the recommendation links as in the Recommendation Panel. Figure xx –m shows Recommendation Panel. The main components of the panel are Priority Column shown by Priority Icon, Page and Recommendation columns.

Priority	Web Page Names	Recommendations to Pages Involved
	Page	Recommendation
-1- deployment		add a menu of links to hjobs, ProdMgmtDevelopmt, SalesMktg, a...
-1- ProdMgmtDevelopmt		add a menu of links to deployment, hjobs, SalesMktg, accountin...
-1- SalesMktg		add a menu of links to deployment, hjobs, ProdMgmtDevelopmt, ...
-1- SupportServices		add a menu of links to deployment, hjobs, ProdMgmtDevelopmt, ...
-1- administration		add a menu of links to deployment, hjobs, ProdMgmtDevelopmt, ...
-1- accounting		add a menu of links to deployment, hjobs, ProdMgmtDevelopmt, ...
-1- hjobs		add a menu of links to deployment, ProdMgmtDevelopmt, SalesM...
-3- sitemap/		Needs Investigation: low link utilization
-1- partners/		Needs Investigation: low all links to object utilization
-1- partners/		Needs Investigation: low all links to object utilization
-1- news/		Needs Investigation: low all links to object utilization
-1- news/		Needs Investigation: low all links to object utilization

Pages Involved Panel

**Figure 1.1.9.1 The Pages Involved Panel**

Priority Icon (insert icon) sorts the recommendations suggested by ClickFox software according to priority level. (*checkthis*)

Page column has the names of the pages involved for a recommendation.

Recommendation Column gives recommendation for the particular page. You can also sort by page or by the recommendation by selecting the appropriate column title. (*how?*)

Activating an item in the Panel updates the content and views of the WalkThrough, Page Browser, and Recommendations Panels.

### 1.1.5 Page Stat Summary

Page Stat Summary Panel Shows the detailed statistics of web site traffic for each page.  
Figure xx-z shows Page Stats Panel.

The diagram illustrates the Page Stat Summary Panel with ten numbered callouts pointing to specific columns:

- Page Name Column: Name of the pages in the site that investigated
- Page View Column: Number of hits to the each page(?) in a specified time period
- Page-Hits Column: Number of hits to the each page in a specified time period
- Click-aways Column: Number of visitors that left the particular project without using the links
- Aways /Views % Column: xxx? Termination Percentage
- Clicks Until Column: Average number of steps before entering the particular page
- First in Visit Column: Number of visitors that enters first to the particular page
- View Time Column: Average Time spent by the visitors for the particular page
- Until Time Column: Average Time spent by the visitors before entering the particular page
- After-Time Column: Average Time spent by the visitors after leaving the particular page

**Page Stat Summary Panel**

Page	Page View	Page Hits	Click-aways	Aways/View	Clicks Until	First in Visit	View Time	Until Time (s)	After-Time (s)
index.htm	2652	2868	931	35.1	0.1	2596	28	5	204
company/	1372	1551	275	20.0	1.7	58	28	85	260
employment/	720	1641	71	9.9	3.1	59	22	210	234
products/	699	784	191	27.3	2.8	24	47	181	282
news/	644	1206	151	23.4	3.7	57	23	210	211
partners/	551	620	154	27.9	4.0	27	49	250	297
experience/	541	593	228	42.1	4.2	20	100	209	243
services/	421	476	105	24.9	4.5	14	41	291	276
sitemap/	325	454	78	24.0	3.8	18	36	210	288
ProdMgmtDevel...	306	330	85	27.8	6.1	5	30	305	192
deployment	293	320	98	33.4	6.4	4	84	311	232
SalesMktg	270	295	109	40.4	6.6	4	41	267	141
SupportServices	208	222	65	31.2	8.0	3	37	293	157
technology/	179	194	49	27.4	5.9	7	61	374	380
Vision/	176	195	28	16.5	5.3	14	24	237	318

Figure 1.1.10.1 The Page Stat Summary Panel

- Page Name Column: Name of the pages in the site that investigated
- Page View Column: Number of hits to the each page(?) in a specified time period
- Page-Hits Column: Number of hits to the each page in a specified time period
- Click-aways Column: Number of visitors that left the particular project without using the links
- Aways /Views % Column: xxx? Termination Percentage
- Clicks Until Column: Average number of steps before entering the particular page
- First in Visit Column: Number of visitors that enters first to the particular page
- View Time Column: Average Time spent by the visitors for the particular page
- Until Time Column: Average Time spent by the visitors before entering the particular page
- After-Time Column: Average Time spent by the visitors after leaving the particular page

10 After Time Column: Average Time spent by the visitors after leaving the particular page

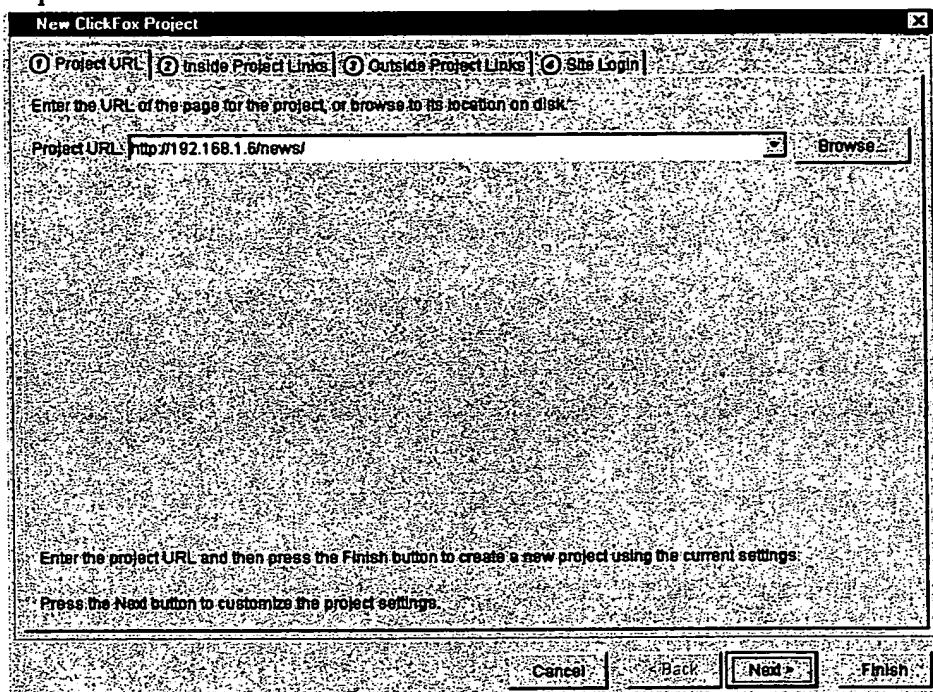
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## 1 Sit Project Wizard

The Site Project Wizard allows the user to define a new web site project in ClickFox. It is constructed of a sequence of panels, each numbered in order and each with a tab that the user can select to move through the wizard with random access if desired. A set of buttons "Cancel", "Back", "Next", "Finish" allow the user to perform the typical wizard navigation.

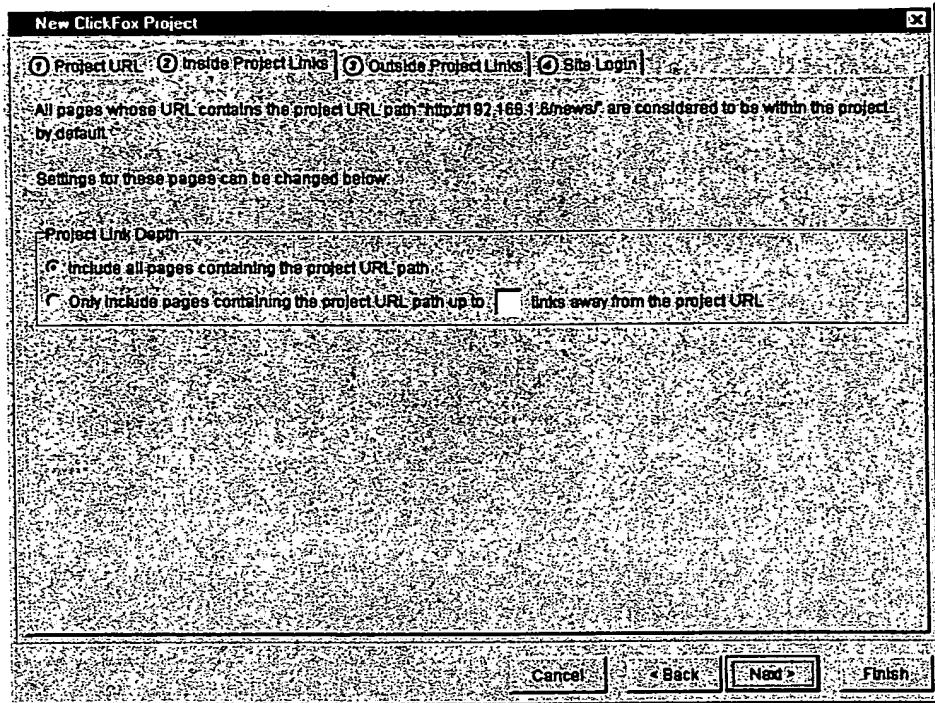
The sequence of panels in the wizard is as follows:

6. Project URL: The user can define the URL of the root project page, either as an "http" URI or a file on disk.



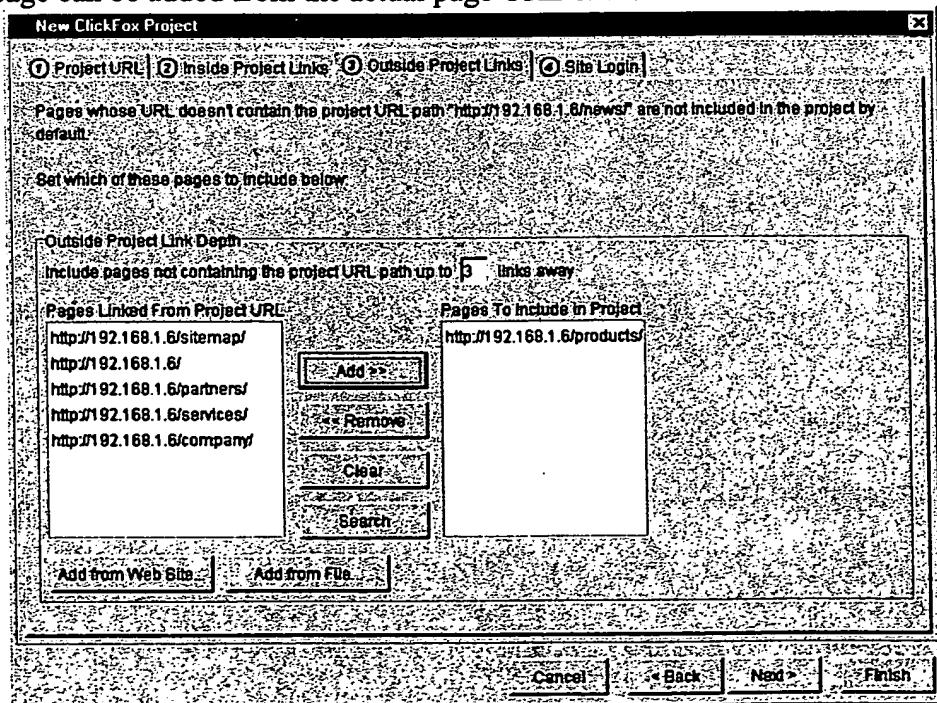
**Figure 1.1 Step 1: Project URL**

6. Inside Link Depth: Allows the user to define whether or not all pages including the path part of the project URL are to be included in the site project, or the link distance from the project URL to include. This option allows the user to get a report on a section of the site, as oppose to a report on the whole site. This is particularly important in cases where the user is responsible to a section of a very big site, and the findings and recommendations of the other sections of the site are not of an interest to her.



**Figure 1.2 Step 2: Inside Link Depth**

- Outside Link Depth: Allows the user to define what pages that are linked from the project page are to be included, and to what link distance from the project URL pages reachable from them should be included. Pages linked to the project page can be added from the actual page URL or from a file.



**Figure 1.3 Step 3: Outside Link Depth**

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6. Site Login: Allows the user to enter username and password information if the project URL requires login.

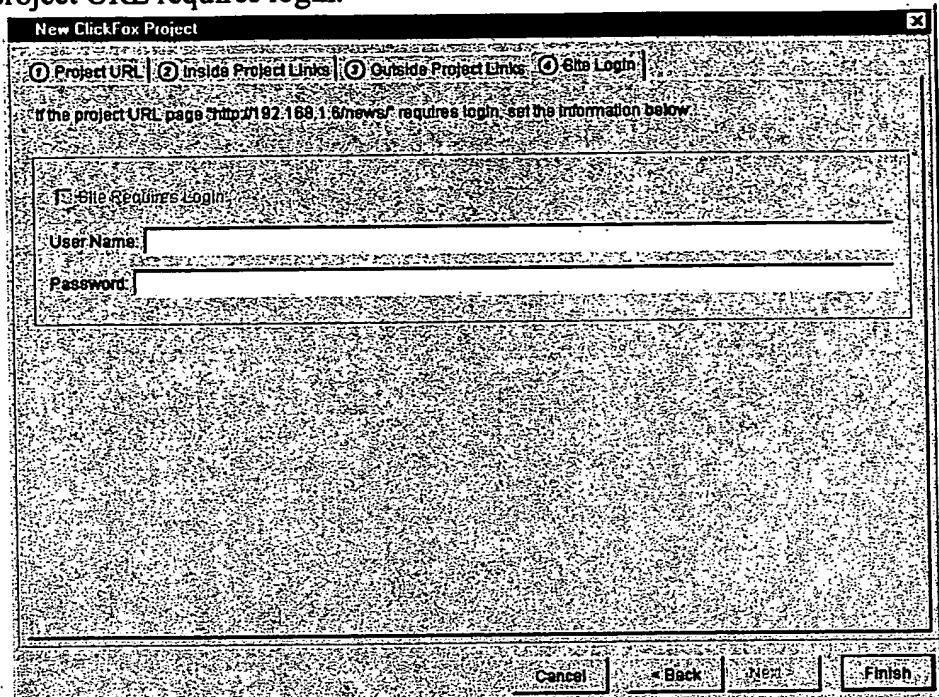


Figure 1.4 Step 4: Site Login

## 1 Report Wizard

The Report Wizard allows the user to create a new ClickFox report. It is constructed of a sequence of panels, each numbered in order and each with a tab that the user can select to move through the wizard with random access if desired. A set of buttons "Cancel", "Back", "Next", "Finish" allow the user to perform the typical wizard navigation. The various tabs allow the user to choose a report type, and to segment the visitors that are going to be analyzed by ClickFox software. For example, the user can segment the visitors so as to include in the report only those that visited a certain section of the site, or visited the site at a certain period of time, etc.

The sequence of panels in the wizard is as follows:

1. Report Type: Allows user to reload a saved report template. Allows user to select the type of the report: Site Design, Task, or Site Traffic. If a Task report is selected, the task to report on can be entered, or a new task can be defined using the Task Wizard.

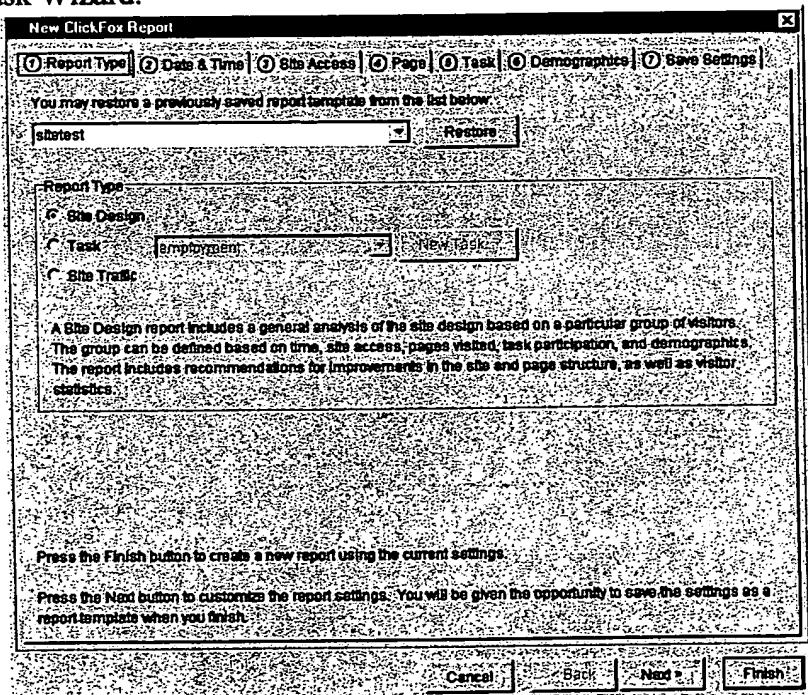


Figure 1.1 Step 1: Report Type

2. Date & Time: Allows the user to focus the report on visitors to the site during a particular date range, during particular time or days, or visitors that stayed at the site between some minimum and maximum amount of time.

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New ClickFox Report

Report Type  Date & Time  Site Access  Pages  Test  Demographics  Save Settings

Set the following time-based visit characteristics for your Site Design report.

Date Range:

Visit date range: All

From: Jun 12, 2000 To: Aug 22, 2000

Time of Day:

Include all times  
 Only include visits between [01:00 AM] and [10:00 PM]

Visit Duration:

Only include visits longer than (secs): [ ] min [ ] sec  
 Only include visits shorter than (secs): [ ] min [ ] sec

Cancel Back Next > Finish

Figure 1.2 Step 2: Date and Time

3. Site Access: Allows the user to focus the report on visitors that came to the site from particular other sites, that entered the site in particular pages, or that left the site from particular pages.

New ClickFox Report

Report Type  Date & Time  Site Access  Pages  Test  Demographics  Save Settings

Set the following site access characteristics for this Site Design report.

Entry Pages:

/partners/  
 /services/  
 /products/

To be included in the report:  
 visitors must have entered the site via one of these pages.

Add Remove

Click Away Pages:

[Empty box]

To be included in the report:  
 visitors must have left the site via one of these pages.

Add Remove

External Sites:

http://www.cnn.com

To be included in the report:  
 visitors must have come to the site via one of these other sites.

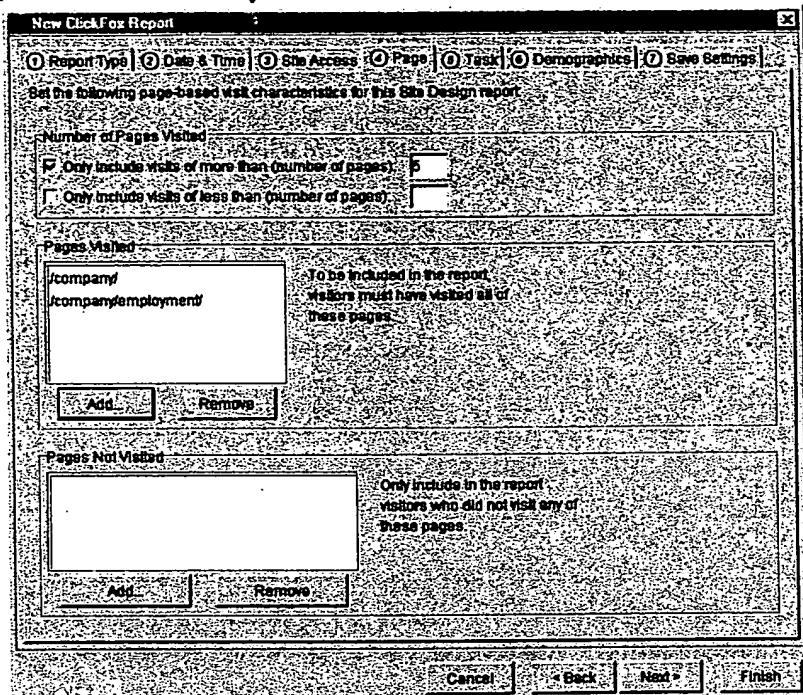
Add Edit Remove

Cancel Back Next > Finish

Figure 1.3 Step 3: Site Access

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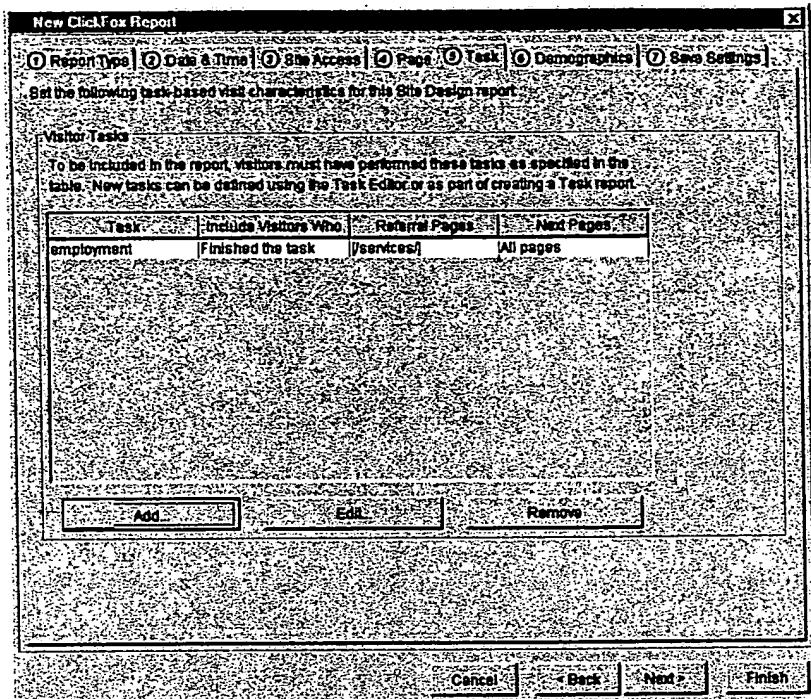
4. Page: Allows the user to focus the report on visitors that went to or didn't go to particular pages, and on visitors that went to a minimum and maximum number of pages.



**Figure 1.4 Step 4: Page**

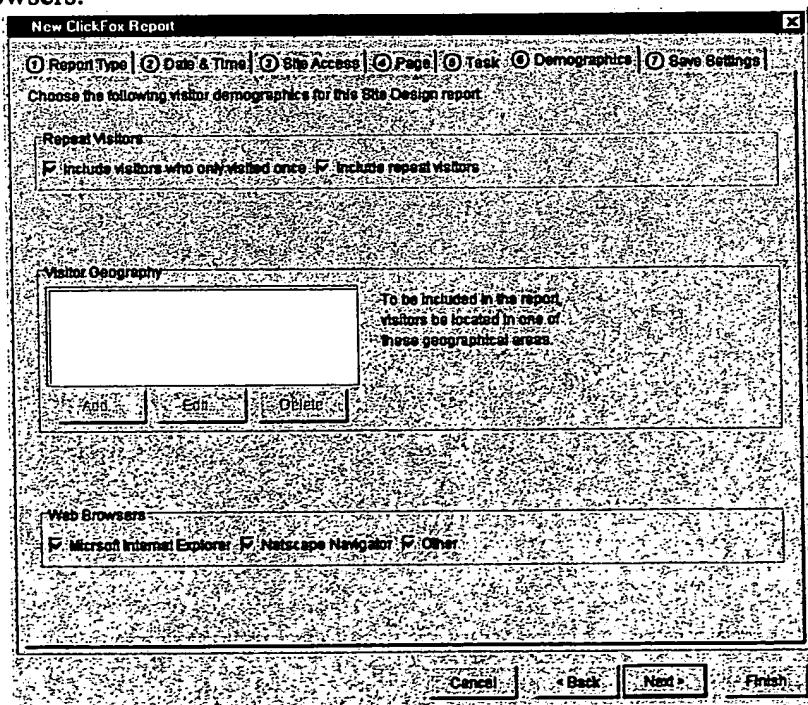
5. Task: Allows the user to focus the report on visitors that performed particular tasks. The user can select the task, whether the visitors must have started, completed, or not completed the task, referral pages for the task, and next pages for the task.

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**Figure 1.5 Step 5: Task**

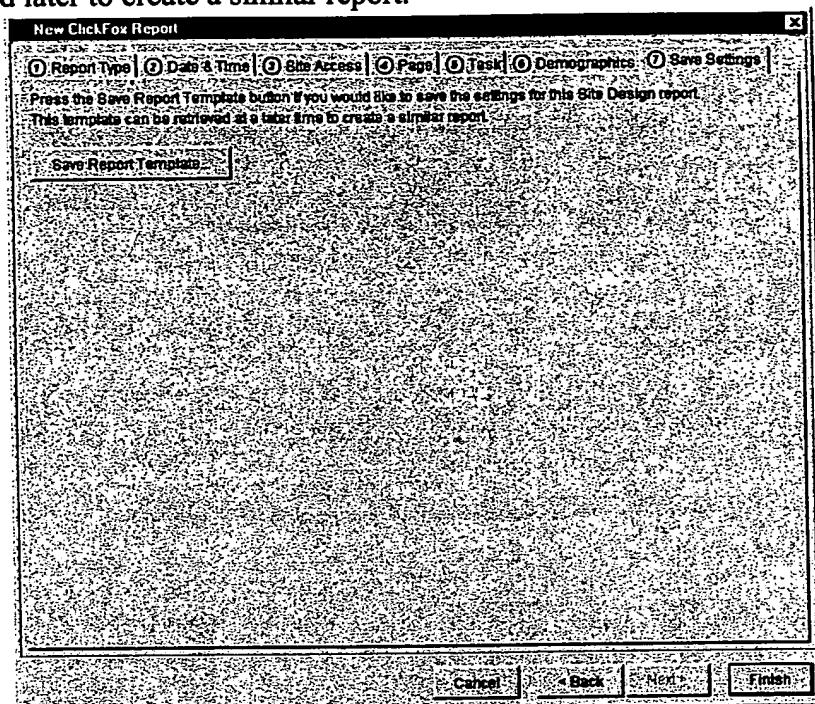
6. Demographics: Allows the user to focus the report on unique or repeat visitors, on visitors from particular geographic locations, and on visitors using particular web browsers.



**Figure 1.6 Step 6: Demographics**

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7. Save Settings: Allows the user to save the settings as a report template that can be retrieved later to create a similar report.



**Figure 1.7 Step 7: Save Settings**

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